

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXIV, No. 8 NEW YORK, AUGUST 23, 1923

10c A COPY



B. A. I. S. 1902 with  
N. W. Ayer & Son

FORT TILANDROGA

Drawn by Carl Horner, after  
restoration drawing by  
Alfred C. Bussell, Architect

## Tangible Evidence

**F**EW indeed are the advertisers who can give actual demonstrations of their products on the printed page.

By word and picture, the automobile manufacturer tells you of the "matchless performance" of his car. To prove it he must take you for a ride. The "four color" dish of cereal can make your mouth water. The verdict must wait for the family's reaction at breakfast.

But the advertising of the Joseph Dixon Crucible Company, of Jersey City, N. J., places right before you on the printed page tangible evidence of a pencil's excellence. For this series is illustrated from pencil sketches—masterful drawings of architecture, full of light and shadow, superb in the technique of the pencil. They tell more about Eldorado, "the master drawing pencil," than two hundred words of 10 point and a photograph of a whole gross of pencils!

Not the usual presentation of a product, we admit. But its very unusualness, no doubt, explains why Eldorado is used in more engineering offices and drafting rooms than any other pencil!

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



# SUBSCRIBERS— not merely "CIRCULATION"

98% PAID Circulation. ORDERED, WANTED AND USED. The only Buyers' Register remaining in the A. B. C.; not eliminated by recent "Paid Circulation" requirements.



**THOMAS PUBLISHING COMPANY**  
461 Eighth Avenue New York City

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXIV

NEW YORK, AUGUST 23, 1923

No. 8

## Nine Ways to Counteract "High-Spot" Selling

Plans That Insure a Reasonable Amount of Calling on the Smaller Dealer and That Also Assure a Reasonable Time for the Smaller Prospects' Presence

By Ray Giles



"WHEN I was a boy," says one sales manager, "I used to work during my vacations with the local house painter. He had a motto which I have never forgotten. It was: 'Get out into the corners.' We all enjoyed laying the paint on the big, flat surfaces, but the test of the real workman came when you examined his work in the corners."

"Get out into the corners" became one of the favorite admonitions which this particular sales manager held before his men. And it was through getting out into the corners that they held their own so well against competition.

High-spot selling—selling in the big towns and to big customers, while slighting little towns and little customers—is a problem that likely enough flourished in the days of King Tut-ankh-Amen. But a lot of water has run down the Nile since then. Here are some of the ways in which manufacturers today are counteracting high-spot selling.

### (1) Salesmen's Advance Cards.

One simple way to get Bill out into the corners is to send advance mailing cards to all the dealers on whom Bill can be reasonably expected to call. But note that there is often quite a difference between letting Bill mail his own cards and showing Bill the complete list of dealers to whom the home office

will send the same annunciatory postals.

A typical experience is that of one auto supply distributor. On taking the mailing of salesmen's advance cards out of the hands of the men, a marked decrease in high-spot selling was found. The reason is simple. If Bill mails his own cards he can easily enough find excuses for overlooking dealers here and there. We're not discounting Bill's honesty, mind you. We're only remembering how easy it is for Bill to think, "Next trip will be soon enough for Jones," and "Brown is hopeless—no use in calling on him." We must protect Bill against these natural temptations. And the way to do it is to send the cards out to every dealer and every prospect, and then show the list to Bill *after* the job is done. As a further safeguard, it helps to mention something special on the card so that the dealer will be apt to write in if Bill doesn't show up.

But even where a mere announcement that Bill's on the way is mailed, Bill doesn't think it good business to skip over a dealer who may be on the lookout for him.

### (2) Special Drives.

One successful manufacturer spends a large part of his time in thinking up special drives for the spring and fall of each year. These are in the nature of combination

offers, special weeks, special price concessions, and various other devices which will be particularly interesting to the trade and to his own salesmen.

But there is one thing which neither the trade nor the salesmen suspect. It is the simple fact that these drives are indulged in primarily to make sure that every salesman will call on every dealer at least twice a year. No matter how easy it may be for Bill to slight the low spots at ordinary times, he responds to the call to carry the special proposition into every nook and corner.

As a matter of fact, the most conscientious salesman may slight the low spots in the belief that it will be more profitable to both his employers and himself to divert the effort to larger towns and customers. The special drive, however, places him under direct obligation to report on every name on his list. There is no escape. If he does not, dealers may see the "week" or "sale" exploited in other stores and write in to the home office to inquire the reason why they were neglected.

Once the salesman is made to call even twice a year on all dealers, he discovers the profit and satisfaction in it, and tends to establish a regular habit of calling on the low spots as well as the high ones.

#### (3) *Salesmen's Automobiles.*

In the April issue of *Printers' Ink Monthly* is an article which bears somewhat upon this subject—"The Use of Automobiles in Small Town Sales Work." Every one wrestling with high-spot selling should read it. And there is a human side to the use of automobiles, which should also be considered.

Experience indicates that the addition of automobiles gives the salesman a sense of obligation to cover every dealer. Certainly he no longer has any excuse for not doing so when once an automobile is placed at his disposal.

The conserving of his physical energy makes him more inclined to make more calls. This is particularly true where salesmen for-

merly had to lug heavy portfolios or sample equipment.

While roads leading to the small towns may be poor at times, there are often compensations in the way of incidental country scenery. And with reasonably good highways the salesman has an occasional chance to "let her out" and get some real recreation.

With his mind freed from the restrictions of the time-table, the salesman often finds more actual hours in his day and thus is better able to do the right thing by the low spots.

#### (4) *Small-town advertising.*

A manufacturer of rubber goods desired to add some of the farm papers to his list of advertising mediums. When the complete year's estimates lay before him, it looked as though the money wouldn't quite take care of the rural field. The sales manager, who had perhaps more than the usual amount of high-spot selling to contend with, was strong for the farm papers. He argued that it would help substantially in getting the salesmen out into the brush. This possibility was the deciding point in the matter. The farm papers went on the list and results more than justified the additional expenditure.

The exclusive use of big-city advertising may sometimes breed high-spot salesmanship. The manufacturer who wants to develop his small-town salesmanship will do well to remember the value of small-town advertising. Salesmen trained in "talking advertising" sometimes feel that they have too little to say to low-spot trade which may not be so interested in the big-city magazines or newspapers.

#### (5) *Build Up Mail Orders.*

One house selling to the men's wear field had several salesmen whose business showed all the symptoms of high-spot salesmanship. The salesmen insisted that the majority of these non-productive names on their lists were not worth calling on. The men worked on commission with a small drawing account and pointed to that fact as the best reason for





## Thin Markets

**A**LMOST every home has a can of lye but its many uses are not generally known. The Niagara Alkali Company has not only put lye out in a new and more convenient form—the first lye improvement in fifty years—but is pointing out these added uses.

A really attractive package—also a novelty in the lye business—is making splendid headway in a “thin” market. It is aided by advertising suited to the volume—more persistent than dominating.

Education by means of advertising is one sure way of creating thicker sales.

**THE H. K. McCANN COMPANY**  
*Advertising*

NEW YORK CLEVELAND DENVER SAN FRANCISCO  
LOS ANGELES TORONTO MONTREAL

not calling on worthless dealers.

The partner in the business who was in charge of sales, sympathized with them. Behind his show of sympathy, however, was a plan. He let the men alibi away to their heart's content. Then he provided the finishing touch. He proposed the elimination of these valueless names from the salesman's calling list. The salesmen had talked themselves into a position where they could only agree. Then the partner announced that for the ensuing year these deadhead prospects would be put on a special list which the house would attempt to sell by mail. Naturally the extra expense would mean that, if developed, any new accounts opened would be considered as house accounts on which the salesman could not reasonably expect commission.

Through the use of special mailing pieces a very sizable block of business was secured from these salesmen's discards. At the end of the year, the results were gone over with the men on the road. The executive then made this proposal.

"Boys, I think that personal salesmanship ought to be at least twice as productive as cold-type salesmanship. Don't you?"

The boys agreed. How could they help it?

"Now," went on the strategist, "we want to turn these names back to you. But we have spent quite a little money on them. In giving back the entire list, we hand over to you many customers which we have made entirely without your help. All of the names on the list have been intensively circularized. Many must now be ripe for picking. I am going to give the whole bunch back to you on one condition: within the next year you must get one of these names on the books for every one which we rescued from the dead lists you turned over. If you can't do that, we will have to take the whole list back."

The lists never reverted to the house, because the salesmen developed into a crew of artists with the fine toothcomb and the grap-

pling irons. High-spot selling vanished.

This may be somewhat extreme. A simple dilution of the idea is to conduct intensive circularization of a given field in order to produce a sizable volume of mail orders. Few salesmen care to see a number of orders coming in by mail. It suggests that they do not call often enough or that they are shy on selling ability. The only remedy is to cut out the high-spot selling.

#### (6) *Missionary Work.*

Missionary men are often valuable to the manufacturer because of their readiness to go anywhere. In many cases they are the junior salesmen, who after making good in the valleys of business will be allowed to get up on the mountain tops. They work the low spots intensively because it means promotion.

Missionary men or field representatives may, on the other hand, be the best-paid members of the sales force. They may be graduate salesmen who spend much of their time in the low spots, either with the salesman or alone. Even one man of this type can ward off a large amount of high-spot selling by entering unexpectedly each salesman's territory for a week or two each year. In small companies and with restricted territories, it may be the sales manager himself who occasionally goes out among the smaller dealers.

#### (7) *Low-spot Statistics.*

Woolworth's willingness to specialize in nickel and dime articles showed the possibilities of securing immense profits from small customers. Sears, Roebuck's willingness to cultivate out-of-the-way customers has placed them too among the leaders.

Graphic reminders will often awaken the salesman to the folly of high-spot selling. Charts can be prepared which show in a striking way the volume of business done by small dealers and in outlying territories. "The most sensible way to unsell a man on high-spot selling," says one sales manager, "is to show him plainly, simply, and authoritatively the

Would you prefer merely an army of 80,000, or an army of 80,000 loyal fighters in your cause?

There is a vast difference in armies, and a vast difference in circulations.

In Brooklyn, the Standard Union readers are ardent supporters of this newspaper.

They have often proved it.

R. G. R. Hunnicutt  
*President*

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

possibilities of *low-spot selling*."

This same man not only charts the total small-fry possibilities but analyzes the records of his own high men. Among his five top salesmen he always finds that high-spot selling is conspicuously absent. He holds up their methods and results before the others on the sales force. As usual, example beats precept.

#### (8) *Flexible Itineraries.*

I was talking about high-spot selling with an old friend who sells. "Tell them," he said, "that some houses permit so little leeway in an itinerary that the smaller dealers must often be overlooked simply because the salesman will get the razz if he stays over a day.

"Of course an itinerary shouldn't be laid out just to be broken, but there's such a thing as itinerary workshop, and that's what I'm pointing to as one cause for high-spot selling."

Which comment seems sufficient unto itself.

#### (9) *Intimate Reports.*

Yes, you can carefully check the salesmen's reports to see if they are really calling on the low-spot trade. But even then you may be fooled. Perhaps behind that elaborate alibi was a mere drop in and "hello." Sometimes not even that.

The head of a certain sales force is no doubt considered a "nut" by many of the men under him. All reports are requested on a printed form. Three or four times a year the text matter on the form changes. Old questions are dropped and new ones are substituted.

Somehow these questions are not quite the kind that you can get answers to in a casual five-minute talk.

The last report form, for example, had quite a few questions bearing on the dealer's use of window display material and his preferences in the way of sizes, designs, colors, etc. The manufacturer pointed out to his men that the possession of this information would be extremely valuable to the house in the prepara-

tion of its trims. Another time the report called for the dealer's views on terms and discounts.

The exacting of such information, backed by a sound and reasonable excuse for requesting it, results in a better covering of the entire list. A perfunctory call won't do. Fiction won't pass muster. The salesman must spend a reasonable amount of time with every customer and prospect.

### Dr. E. E. Pratt Joins Frank Seaman, Inc.

Dr. Edward Ewing Pratt, recently manager of the industrial service department of the National Industrial Conference Board, New York, is now associated with Frank Seaman, Inc., New York, as a member of its marketing staff.

Dr. Pratt was chief of the Bureau of Foreign and Domestic Commerce, Washington, from 1914 to 1917. During these three years he also held the appointment of Acting Secretary of Commerce. Dr. Pratt was at one time chief statistician of the New York State Food Investigating Commission.

### Albert D. Lasker Returns to Lord & Thomas

Albert D. Lasker, who recently resigned as chairman of the United States Shipping Board, returned officially to Lord & Thomas, Chicago, on August 20, as active head of the business and chairman of the board. Mr. Lasker resigned as president of Lord & Thomas in June, 1921, upon his acceptance of the shipping board chairmanship.

### Brotherton Agency to Direct Ford Campaign

The Ford Motor Company, Detroit, will begin an advertising campaign by the first of next year in newspapers, magazines and farm papers. This advertising will be directed by The Brotherton Company, Detroit advertising agency.

### Mulsified Coconut Oil Shampoo with John F. Murray

The R. L. Watkins Company, New York, Mulsified Coconut Oil Shampoo, Liquid Arvon and other proprietary medicines and toilet preparations, has appointed the John F. Murray Advertising Agency, Inc., New York, to direct its advertising effective September 1.

### Regal Shoe Account for Van Patten

The Regal Shoe Company, Whitman, Mass., has placed its account with Van Patten, Incorporated, New York advertising agency.

As one salesman said:

**"Yes—we have a Bonanza!"**

A WELL-KNOWN manufacturer recently placed in the hands of each one of his salesmen a new kind of pocket-size order-book; not a book of order *blanks*, but a book of order *facts*; not a book to write orders *in*, but a book to take orders *with*.

This salesman's book contains a complete digest of all the important marketing facts gathered for our client in a nation-wide survey among dealers and consumers. The salesman not only has the facts, but the book tells him just when and how to use them.

This book has proven a veritable gold mine to our client. Each salesman now greets his customers and prospects with a new confidence—because he *knows*. He punctuates his sales talks with valuable suggestions and indisputable facts that are earning for him the respect, gratitude and business of dealers everywhere.

\* \* \*

How would you like to arm each one of your salesmen with just such a book? Shall we tell you how it can be done?

**JOSEPH RICHARDS CO. INC.**

*An Advertising Agency — Est. 1874*

247 Park Avenue, New York

*"Facts First — then Advertising"*  
**RICHARDS**



# The Safety Pin Starts on Its Way to Greater Sales Volume

The Oakville Company Turns to Advertising to Tell Dealer and Consumer about the Clinton Safety Pin

ONE of the oldest business houses in America is staging a national drive on safety pins. This is the Oakville Company of Waterbury, Conn., maker of five kinds of safety pins, besides common pins.

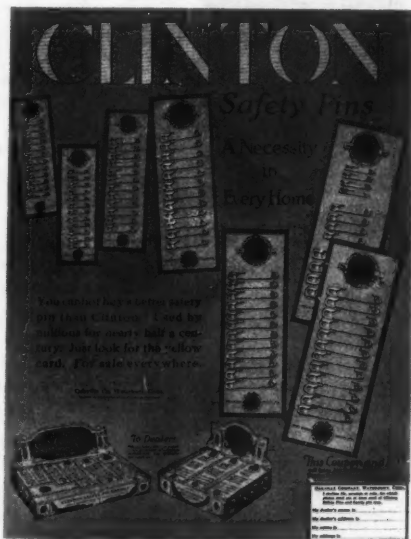
As pins sell in small units many people must buy them in many places to make the drive successful, but the company has had a wide distribution for many years, so the problem is only one of getting action, of stirring consumers and dealers to move simultaneously.

Safety pins are one of the commonest and most generally used articles in daily life. Offhand it would not seem possible to raise any considerable amount of enthusiasm about them, hardly enough to make an expensive sales and advertising drive profitable. But the Oakville Company found that there was a neglected feature in the merchandising of these pins.

It did not believe that the public could be taught more uses for them. It reasoned that the public would find uses quicker than it could be taught. Every emergency became a use. It wasn't necessary for people to have a printed list before them headed, "The Safety Pin, Its Uses." People just naturally know how and when to use a safety pin.

But the company discovered something in the use and sale of pins on which it could base a sales drive. No woman, child or

man ever had enough safety pins in the house. The exceptions are so few that they demonstrate the truth of this statement. Housewives are likely to have enough coffee or sugar or tea or new phonograph records, but they never have enough pins. An emergency may mean a hunt from



AN ABUNDANCE OF SAFETY PINS—THAT'S THE MESSAGE OF THIS CONSUMER COPY

cellar to garret. To fill homes with pins, then, is the aim of this pin manufacturer.

To accomplish this the Oakville Company has begun a sales drive which includes the wholesaler, retailer and consumer. Its first step was to redesign the card on which the pins are mounted. It then developed a cheerful looking display cabinet for retailers to use

# Can you do 18 holes in 70 ?

If you can, and the next best card shows 144, you have the degree of superiority the Boston Evening Transcript enjoys over its nearest competitor in the field of Real Estate advertising.

Significant — because men who buy and sell real estate are usually in the upper level of buyers of things in general—and, in the judgment of advertisers are included in the readers of the

## **Boston Evening Transcript**

*Highest Ratio of Buyers to Readers*

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles



on their counters. The company felt that the reason people never have enough pins is because they are not reminded of them often enough. It believed that if the dealer will keep Clinton pins in the shoppers' eyes they will buy them oftener and in larger quantities.

This is the basis on which an appeal is made to the trade for its co-operation; and to strengthen the appeal and to make a real reason why dealers should co-operate the company is placing on September 16 a full-page colored advertisement in the magazine supplements of fourteen newspapers.

For a considerable period previous to this, dealers will have been kept informed regarding the ideas and plans of the company through the medium of trade publications. The current trade advertisement covers four pages and features the drive of September 16. It also carries reproductions of the new cards, the new display cabinets and the advertising material which the company will furnish dealers. Retailers are asked to "Display Clinton Safety Pins, lots of them, in your window for a few days beginning September 17. Display Clinton Safety Pins in cabinet form in several departments of your store. Place them where your customers cannot miss seeing them. Use the poster reprints we will send you. Give a little space that week to Clinton in your newspaper advertisements. We will supply mats. Place at once increased order with your wholesaler for Clinton Safety Pins. Requirements should be 100 per cent above normal. You cannot make money from empty shelves."

A coupon is attached for the retailers' convenience in sending for advertising material.

The company believes that there exists a tremendous demand for safety pins which is not being supplied simply because of the lethargy of both retailer and consumer and it feels that if real, intelligent energy is injected into the merchandising of the pin great increases in sales will result.

## Michigan Railroads Advertise to Gain Good-Will

The Michigan Railroad Association is using newspapers of that State to accomplish the purpose for which it was organized. The association was formed by twenty-four railroads of the State to foster a better public understanding of Michigan's transportation problems and to strengthen existing good-will. Management of the association is in charge of Col. R. C. Vandercook, whose headquarters are at Lansing. The advertising account has been placed with Power, Alexander & Jenkins, Detroit.

The advertising copy at present emphasizes the mutual dependence of the railroads and the people, stating that prosperity for one can be secured only in conjunction with prosperity for the other.

## Boston Advertising Men to Honor J. W. Barber

John Wesley Barber will be the guest of honor at a dinner to be given by the advertising men of Boston on the occasion of his seventy-fifth birthday, August 28. The dinner will be held at one of the Boston country clubs and is being arranged by H. B. Humphrey, of the H. B. Humphrey Company, Inc.

Mr. Barber, who is head of the J. W. Barber Advertising Agency, Inc., has been in the advertising business for fifty-six years.

The dinner will be attended by the New England Council of the Associated Advertising Clubs of the World.

## Casper, Wyo., "Tribune" Returns to Former Owner

The Casper, Wyo., *Tribune*, has been sold by Charles W. Barton to J. E. Hanway and Earl N. Hanway. Mr. Barton bought this newspaper from J. E. Hanway in August, 1922. Mr. Barton will devote his entire time to the management of the Sheridan, Wyo., *Post-Enterprise*.

## Seneca Camera Account for Gardiner & Wells

The advertising account of the Seneca Camera Company, Rochester, N. Y., has been placed with the Gardiner & Wells Company, Inc., New York advertising agency.

This agency also has obtained the account of the Wizard Manufacturing Company, Rochester, Wizard Vapors.

## Wm. T. Mullally, Inc., Transfers Bruce Whittier

Bruce Whittier has returned to the New York office of Wm. T. Mullally, Inc., advertising agency. He had been manager of the Boston office.

---

---

**COMPLETE ADVERTISING SERVICE—**

---

---

**Now Ready For Mailing—**

An elaborate Gravure publication of 16 full newspaper size pages, presenting, with the aid of photographs, a very complete summary of up-to-the-minute information on the Milwaukee-Wisconsin market of 3,000,000 people. Much of this data has been obtained by special research and has never before been available—your market files will be incomplete without it.

This is, to the best of our knowledge, the first instance in which a newspaper has used the Gravure process to effect a pictorial presentation of its market. It is not strange that this pioneer step in developing a new use for that powerful selling medium—Gravure—should be taken by a newspaper that has frequently led the way in the past.

National advertisers and agencies are cordially invited to send for a copy of this interesting market study.

***The Milwaukee Journal***  
**FIRST—by Merit**

---

---

**ROTO—ART—BLACK AND WHITE—COLOR**

---

---

*And Collier's man was first to say:*  
**"Good Morning,  
Mr. President."**

**A** GAIN Collier's is first with news the whole country is waiting for: "Two Quiet Days and a Fateful Night with Calvin Coolidge," in this week's issue.

Collier's correspondent, William H. Crawford, was visiting the Coolidges at their farm in Vermont for several days before they received the sudden news that Mr. Coolidge had become President. He was there when that news came.

So it happened that a Collier's man was the first to say: "Good Morning, Mr. President," and that Collier's can

print, from the pen of a participant, the first dramatic story of those early morning hours on the remote New England farm.

And for the first time in any publication, Mr. Crawford supplies answers to the question: "Where does Coolidge stand?" based on talks with him during the two days before he became President and was, therefore, still at liberty to talk freely.

This story is the latest example of the journalistic enterprise which every week draws wide-awake men and women closer to Collier's; men and women who are themselves enterprising and quick to test a new idea—or a new product.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

# Advertising Results in Chicago

That advertising in THE CHICAGO DAILY NEWS brings unequaled results to advertisers is proved by the year-in, year-out leadership of The Daily News, among all Chicago daily newspapers, in display advertising published. Experienced advertisers do not continue to advertise increasingly in mediums that do not bring adequate returns.

The following statement of display advertising for the first seven months of 1923 is striking evidence of The Daily News' leadership among the daily newspapers of Chicago in the following important classifications:

## AUTOMOBILES

The Daily News First.. 369,227 lines  
The Daily Tribune next. 333,635 lines

## BOOKS

The Daily News First.. 72,780 lines  
The Post next..... 47,601 lines

## CHURCHES

The Daily News First.. 45,364 lines  
The Daily Tribune next. 12,642 lines

## CLOTHING

The Daily News First. 1,328,893 lines  
The Daily Tribune next 1,318,140 lines

## DEPARTMENT STORES

The Daily News First. 3,508,096 lines  
The American next... 1,551,010 lines

## EDUCATIONAL

The Daily News First.. 39,968 lines  
The Daily Tribune next. 34,664 lines

## "OUT OF THE LOOP" STORES

The Daily News First.. 522,024 lines  
The American next.... 178,297 lines

## FOODSTUFFS

The Daily News First.. 464,014 lines  
The American next.... 434,864 lines

## FURNITURE

The Daily News First.. 534,699 lines  
The American next.... 363,019 lines

## OPTICIANS

The Daily News First.. 15,596 lines  
The Daily Tribune next 14,336 lines

## HOUSEHOLD UTILITIES

The Daily News First.. 97,197 lines  
The American next.... 52,522 lines

## RADIO

The Daily News First.. 76,425 lines  
The American next.... 75,536 lines

## REAL ESTATE

The Daily News First.. 62,185 lines  
The Daily Tribune next 59,927 lines

## Total Display Advertising

The Daily News First..... 8,773,906 lines  
The Daily Tribune next .... 6,701,438 lines

These facts and figures confirm with emphasis the judgment of experienced advertisers in the Chicago field who today, as for many years past, rank

# THE CHICAGO DAILY NEWS

*First in Chicago*

Figures supplied by the Advertising Record Co., an independent audit service maintained by all the Chicago newspapers

# \$7,000,000 to Be Spent in Year's Advertising for Ford Automobile

Appropriation of Four Dollars on Each Car Ordered Laid Out in Effort to Stabilize 1924 Manufacturing Program

By G. A. Nichols

**D**URING 1924 the Ford Motor Company and its distributors will spend between seven and eight million dollars on a general advertising campaign in behalf of Ford cars, Fordson tractors and Lincoln cars.

The exact size of the outlay cannot be stated because it depends upon the number of cars produced. For each car manufactured during the year \$4 will be set aside as part of the advertising fund. During 1922 the Ford company produced 1,352,479 Fords. For the week ending Tuesday, August 14, a total of 41,145 Fords and tractors was made and the Lincoln division of the company turned out 205 cars for the week. The company expects its production and sales total for the present year to be slightly in excess of 2,000,000 cars and that a considerable increase will be registered during 1924.

So figure it out for yourself. Four dollars is not a particularly imposing unit appropriation. But when you multiply this by two million or more you have something fairly sizable even among the large advertising programs of the present. The \$4 advertising tax will be divided between the company and the distributors. Every time a Ford car is made—and they are now being made at the rate of 6,000 per day—\$2 will be set aside automatically by the company for advertising. Then, as the cars are sent out, the distributor who receives them will contribute \$2 more on each, making up the total.

Plans for putting into effect this sensational reversal of policy on the part of the Ford Motor Company have not yet matured. I

was told at the offices of Edsel Ford, president of the company, that it probably would be two or three weeks before the plan had been worked down to a matter of detail. A similar announcement was encountered at the office of General Sales Manager Ryan.

It has been determined, though, in a general way, that practically none of the conventional advertising outlets will be overlooked. Special emphasis will be placed upon newspapers and farm papers. The country will be covered in this respect, copy appearing in newspapers ranging from the largest metropolitan sheet down to the smallest country weekly.

"In a word," a Ford man said, "it is our plan to reach every reader among the 120,000,000 people of the United States, no matter what he reads. The presentation will be as many-sided as may be necessary to accomplish this result."

## THE DEALER'S PART IN THE CAMPAIGN

The newspaper advertising will be done largely over the names of the local dealers, while that in the magazines and farm papers will be of a general nature. Dealers will be supplied also with direct advertising matter to distribute to their customers and prospects. This will be of the type of "The Fordson," which is a little farm magazine got out in behalf of the company's tractor and imprinted on the front cover with the name of the local dealer.

What has caused the Ford company to turn about face in its attitude toward advertising and to start something that has caused Detroit, the kingdom of motor-

dom, to wonder as it never wondered before?

Last January, in Dearborn, Mich., Henry Ford himself told me that he was really opposed to advertising.

That Mr. Ford was sincere in his idea there could be no reasonable doubt. And this makes the \$7,000,000 campaign all the more remarkable. The Ford people politely decline to discuss the big reasons underlying their decision to advertise, merely confining themselves to a statement that the move was made to cause the people of the country to become better acquainted with Ford products. But a prominent citizen of Detroit, and a personal friend of Henry Ford, tells of a remark made to him by Mr. Ford three weeks ago which seems to explain the thing.

"I cannot stand still," Mr. Ford told him. "If I do not go ahead I shall go backward. And the only way for a great organization to go ahead is to go ahead fast."

#### LARGER SALES NECESSARY TO MEET INCREASED PRODUCTION

The meaning behind Mr. Ford's remark is made plain when one contemplates the ambitious expansion plans in a manufacturing way made by the Ford Motor Company for the coming year. An immense new factory for the production of Fords has been built in St. Paul. The company has purchased a large tract of land just outside of Chicago and is fitting it up for manufacturing purposes. Other spreading-out plans are contemplated. All this means a big increase in the number of Fords produced and a necessary accompaniment will be the making of a great many more Fordson tractors, the Fordson being what might be called a Ford car by-product. And then there has recently been a great new addition made to the Lincoln factory in Detroit. The company apparently is going to push its selling opportunities to the limit and grow as fast as the economic law will allow. Advertising is the logical result even in view of Mr. Ford's well-known con-

servatism regarding this subject.

Getting down to a matter of detail, Detroit automobile selling experts who know what they are talking about attribute the new Ford advertising program to this desire of the company to grow to the limit and also to these three considerations:

First, a wish to stabilize production.

Second, the growing prosperity of other small cars, which, combined, make a formidable total.

Third, Mr. Ford's supposed presidential aspirations.

The stabilization of manufacture is a course hugely desirable from the Ford standpoint, inasmuch as the company depends upon multiplied turnover and standardized manufacture to enable it to make low prices. During the main selling season this year the company has been turning out about 6,000 cars per day, this being about the production figure at the time of writing. But along in November, if things take their ordinary course, the production can be expected to drop to 4,000 per day or less. This means waste that comes through non-productive equipment and failure to work to capacity. For two weeks every year nobody around the Ford plant works. If they can be kept busy at capacity for the remaining fifty then a great economic problem will have been solved.

The Ford company has an automatic sales outlet in that it can tell its dealers how many cars they shall buy. But there is a limit even to this. The cars have to be sold. The system is so highly organized that dealers all along have been obliged to work to their present selling limit. And now if the company wants to get bigger in a hurry it necessarily must follow that the outlet to the people must be enlarged. Working at capacity all the year, in other words, the company could produce more cars than its dealers could sell without the help of advertising.

It cannot be doubted also that the success of other small cars



has had its effect in inducing the Fords to advertise on an ambitious scale. This has been more a proposition of demonstrating what advertising can do rather than any serious cutting in on Ford sales. It is a fact, though, that Chevrolet literally outsold Ford in two big Ohio cities. I am told that in Cleveland, not long ago, no Chevrolets were to be had, so great was the demand for them, while there were plenty of Fords left in the distributors' warerooms. This was an impressive demonstration of the force of heavy artillery advertising done by the Chevrolet company, a report of which appeared in the January 11, 1923, issue of *PRINTERS' INK*. It might properly be said that Henry Ford, with his 15,000 dealers—and good dealers are extremely hard to get—does not need to fear Chevrolet or anybody else. But this does not lessen the force of the advertising principle established by Chevrolet or in any way make it less adaptable to Ford needs.

Another striking object lesson for the Ford Motor Company has been in the selling activities of the Buick Motor Company. For a long time the Buick and the Ford were practically the only prominent cars not advertised consistently and thoroughly. Buick was every bit as backward in this respect as Henry Ford has been up to now. The Buick company was going along with a fine reputation, producing a good car, selling all it could comfortably produce and growing steadily more prosperous. But at length Buick was called upon to decide whether it should be content with a moderate growth year by year or should make a bold effort to rise to its opportunities. A real advertising campaign was put into force and the result has been that Buick has gone ahead at a truly remarkable rate. While it is in no sense a competitor of the Ford the advertising significance of what it has accomplished is apparent nevertheless.

And then about the presidency. This creeps in, or is forced in,

no matter what Henry Ford says or does. The first reaction—and almost a universal one—when the program was announced was to regard it as a part of Mr. Ford's presidential campaign. It was pointed out that while of course the advertising was in no sense even remotely connected with politics it would, or rather could, be personalized to such an extent as greatly to increase the public's acquaintance with Mr. Ford. The political aspect may be wholly disregarded, having no foundation in fact.

#### ADVERTISING PUT THE AUTOMOBILE ACROSS

H. M. Jewett, president of the Paige-Detroit Company, unhesitatingly gives advertising the credit for creating the market for the automobile. Without it he declares all the mechanical geniuses in the world could not have put the new vehicle across. This advertising had to be done from the very beginning. And Henry Ford, while he perhaps did not intend it that way, did his full share. In the early days much of the advertising was of a spectacular nature, such as having Barney Oldfield drive a car at full speed across a frozen lake. Mr. Ford himself, when the company was small, took part in races to attract attention to his car.

For about three years, from along in 1911 to 1913, inclusive, Ford advertised on a national scale involving the expenditure of approximately \$1,000,000. The crest of the effort was reached in 1913 with a \$400,000 outlay.

During the last couple of years Ford distributors and dealers have been advertising under the general direction of the company, which supplied mats, copy and directions. The Ford Five Dollar a Week Club, under which a person can begin the purchase of a Ford car with an initial deposit of \$5, is another recent advertising feature. But all these were more or less sporadic efforts and the company now will go at the thing from every angle. The copy will be largely institutional, selling the

people on Ford ideals, policies and practices as well as upon the merchandise.

The Ford campaign emphasizes a feature of automobile advertising that has almost been lost sight of. This is that while once it was a matter of personality it now is more one of merchandise. Ford and Durant are about the only figures in the automobile world around whom the earlier romance of that kind of selling still lingers. The name of Willys, while well known, is submerged in that of his cars. When people buy a Nash they think of the car and not of the man. And so it goes all down the line. Does Mr. Ford fear that his personality will be overshadowed by that of his car? Or does he think that a systematic emphasizing of that personality will be good for him and also sell more cars? Perhaps.

#### THE LINCOLN AUTOMOBILE IS ANOTHER FACTOR

Along with all the various considerations of this new Ford advertising much interest attaches to the Lincoln. One of the biggest automobile men in the country told me the other day in Detroit that he had it straight from one of the big officials of the Ford company that the price of the Lincoln would be cut next year to below \$2,000. It would be a better car than ever at that, he said. This is only rumor. But if things do come about that way there certainly will be something doing in the automobile industry. Ford is building only about thirty-five Lincolns a day now, although the recent enlargement in factory facilities will make possible the production of many more. But it is easy enough to spread factories all over the landscape. The making of cars, comparatively speaking, is a mere detail.

There is considerable talk also about a new Ford car with standard gear shift, stream-line body and longer wheel base. A man who went through the Ford factory last week tells me he was told about the new design by one of the Ford engineers. The under-

standing is that the new car is to be held in reserve and pushed when, or rather if, the demand for the conventional Ford slackens in any way. And then of course, if the market shows any signs of backing up, there is always the possibility of a lower price on the Ford. This is something the company has tried several times before with good success and which Detroit expects will be utilized again if necessary.

#### The Way to Increased Returns from Salesmen's Expenses

THE BROWN INSTRUMENT COMPANY  
PHILADELPHIA, PA., Aug. 18, 1923.  
*Editor of PRINTERS' INK:*

This is to thank you for your kind letter of August 7 regarding the article on page 21 of your August issue of *Printers' Ink Monthly*, "Twelve Ways to Secure Greater Value from Salesmen's Expenses."

This is indeed quite interesting to me and I want to take this opportunity of thanking you for your thoughtfulness in writing and the completeness of your service.

THE BROWN INSTRUMENT COMPANY,  
G. W. KELLER,  
Sales Manager.

#### Death of Conrad Budke

Conrad Budke, president of Nelson Chesman & Company, Inc., advertising agency with headquarters in St. Louis, died recently at Salt Lake City, where he was spending his vacation. Mr. Budke was one of the oldest advertising men in the West, having been with the Chesman organization since 1874. He was one of the founders of the St. Louis Advertising Club.

#### H. R. Hyman to Direct Stutz Motor Sales

Herbert R. Hyman, advertising director of the Stutz Motor Car Company of America, Inc., Indianapolis, has been advanced to the position of sales manager. He will continue to direct the advertising and sales promotion of the company.

#### C. J. Feldmann with Allied Newspapers

Charles J. Feldmann has joined the Chicago advertising department of Allied Newspapers, Inc. He was formerly with the foreign advertising department of the *Chicago American*.

#### Tappan Stove Company Appointment

R. J. Hammer has been appointed advertising manager of the Tappan Stove Company, Mansfield, O.

# Chestnut Street is to Philadelphia

what the Champs d'Elysee is to Parisians, Rotten Row is to Londoners or Unter den Linden to Berliners.

Chestnut street sets the styles. The first bobbed-haired girl made her appearance there. The first "King Tut" dress appeared on Chestnut street and the first pair of red shoes walked on this street of youth and fashion.

Between 6th and 22nd street on Chestnut there are 131 men's and women's wear shops that advertise in the Philadelphia newspapers.

125 of these are constant advertisers in Philadelphia's newspaper—The Bulletin.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York—314 Park-Lexington Bldg. (46th St. and Park Ave.)

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—H. J. Wittschen, Verree & Conklin, Inc., 681 Market St.

London—Mortimer Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright, 1923—Bulletin Company)

# Cooperatively-Marketed Crops Than In Days Before

*Wheat Farmers learning lesson already  
apparent to Cotton and Tobacco Growers*

FARM prices in themselves mean little to the farmer. His buying power depends upon the ratio of agricultural commodity prices to the cost of the manufactured products he must buy.

Take tobacco for example. Just 46 pounds of tobacco are required today to purchase the same manufactured merchandise that was procured at a cost of 100 pounds before the war.

The cotton farmer is required to pay only the value of 75 pounds of cotton for the exact manufactured merchandise which before the war cost him the value of 100 pounds.

Both these classes of farmers are better off today than ever before.

But take the wheat farmer. Today 130 bushels of his wheat are necessary to buy the same manufactured product which he was able to buy with 100 bushels before the war.

Cooperative Marketing has benefited the tobacco and cotton farmers.

---

*Most Circulation—Greatest Line*

---

# Crops More Profitable Day Before the War

Seventy-two percent of the country's tobacco crop is marketed cooperatively. So is twenty percent of the country's cotton.

The wheat farmers have hardly begun; just three percent of their crop is marketed through associations.

It is evident that intelligent cooperative marketing has brought stability and prosperity wherever it has been employed. It is apparent that the growth of such a movement will bring needed relief to wheat farmers.

The Oklahoma Farmer-Stockman was a pioneer in the cooperative marketing movement. It has always stressed the business side of farming as the proper means of increasing the incomes of its readers.

## The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.  
THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

ates Lineage—Lowest Rate

## What the World's Greatest Advertising Buy Can Do for You!

A well-known manufacturer of tooth pastes, using a large list of magazines and hundreds of newspapers throughout the country, recently used a single color page in the American Weekly as a test.

Directly following its publication, he placed an order with us for **SIXTY - SIX THOUSAND DOLLARS!**

.....

If you would like to know why the American Weekly is the "World's Greatest Advertising Buy,"

Write on your letterhead, for further information.



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

If you want to see the color of their money, use COLOR—A.J.K.

Qu  
IN t  
July  
entitl  
Are B  
W. G  
and n  
is nov  
which  
to its  
copy  
excell  
on inc  
(1)  
letter  
(2)  
incide  
nently  
(3)  
sively  
Mr.  
possib  
way.  
is the  
essent  
The  
letterh  
strictly  
ness n  
furthe  
norma  
then  
in the  
require  
The  
into ir  
of siff  
for th  
free  
wheth  
twenty  
strang  
improv  
(i.e.,  
buyers  
fer vo  
get m  
ticular  
would  
the fr

# Volume of Inquiries First to Be Sought in Mail-Order Advertising

Quality of Replies May Be Governed by Care in Addressing Right Prospects

By E. T. Gundlach

IN the interesting article in the July 26 issue of *PRINTERS' INK* entitled "Pulling Inquiries That Are Easy for Salesmen to Close," W. G. Clifford says it is quality, and not quantity, of inquiries that is now sought. He tells of a firm which turned over poor inquiries to its men and then revised its copy so that the inquiries were excellent. As possible limitations on inquiries, he names:

(1) Request for responses on letterheads;

(2) Free material mentioned incidentally rather than prominently;

(3) Aiming the appeal exclusively to specific prospects.

Mr. Clifford says the third is possibly the most satisfactory way. It certainly is; it is more, it is the essential, almost the only essential.

The requirement of the firm's letterhead should be limited strictly to lines seeking only business men as prospects and where, furthermore, the prospect would normally dictate the mail. Even then (except for credit purposes in the case of direct orders) the requirement is of doubtful value.

The putting of the free offer into incidental type is not a means of sifting out the good inquiries; for those who are looking for the free offers find them anyway, whether displayed in six-point or twenty-four-point. Very often, strange as it may seem, you can improve the quality of an inquiry (i.e., increase the percentage of buyers) by making your free offer very prominent, because you get more people, including particularly more of those who would otherwise not have noticed the free offer. This applies on

everything that is not exactly free but very liberal. The more you emphasize the liberal offer, the willingness to have things tried out and the like, the better the class of inquiries becomes and not the worse. This is due to the simple reason that those who are very willing to take advantage of your liberality will do so anyway, and the more cautious ones want to be convinced and coaxed before accepting your generosity.

Mr. Clifford's second point regarding free material hinges directly on the third point: Whenever the free material is brought into the copy, not too subdued, yet not the feature of the advertisement, but as an incidental means of quickly inducing replies from those people who might be interested in purchasing, then the free offer generally is worth while—not always. But as soon as the free offer is purely a free offer for Tom, Dick, and Harry, it is worthless, and worse than worthless.

## HOW TO CHECK ON THESE POINTS

These points are well established in the mail-order business and if the advertisers who are seeking dealers and are now using coupons will scan the pages of a publication containing many mail-order advertisements, they will find these principles observed in nearly all cases, and certainly in all cases where advertising is carefully checked.

But the free offers in the best grade magazines are generally put into small type at the bottom, and are only too often the very worst types of free offers, having no genuine relation to the purchase, being an inducement to



answer whether a person be interested in the particular article or not. This holds true particularly when booklets are played up as "interesting" and "entertaining." There are today many publicity advertisers who want mail replies, but who do not understand mail-order fundamentals, as is evidenced by the tragic waste of appeals for free cook books, free embroidery lessons, free shaving soap cartoons and other attempts to be esthetic, poetic or coquettishly humorous. It is literally a fact that we have been able to get inquiries at two cents and three cents by playing up free books of entertainment when the inquiries for a book describing the article otherwise would cost one dollar. The percentage of mail orders from such free offers is practically nil.

If we bear in mind this one fact: that any offer made, or any inducements of any character set forth in an advertisement should be featured for the sole purpose of reaching the type of prospect whom it is desired to reach, then (the writer believes) the entire emphasis (subject to a slight qualification given below) should be laid on quantity rather than quality of inquiries. With that one essential in mind, we should seek primarily the greatest possible quantity of inquiries. For fundamentally here is the principle: the quantity of inquiries received governs the amount of business ultimately secured. The percentage of orders rarely varies more than 10 per cent to 15 per cent, while the cost per inquiry may fluctuate between 100 per cent or 200 per cent and more.

That principle is no different from the first principle in salesmanship. The salesman's orders in any particular line are approximately proportionate to the number of his calls. On any particular proposition and on a fair average of salesmen, it is the amount of the man's "leg work"—in ordinary selling at least—that governs the total sales. So, likewise, it is the total number of

inquiries received—on an intelligent offer reaching out to genuine prospects—that governs the volume of business.

There is one qualification: while it is true that it is better to get the largest possible number of inquiries with a slightly lower percentage of orders in the mail-order business where you may send a seven-cent or twenty-cent catalogue, we must recognize that when salesmen go out, these calls cost money; and that a sifting down of the inquiries so as to make each of them more definitely, more surely a genuine prospect becomes important because the cost of the call is greater, perhaps, than that of the cost of the inquiry. The identical factors enter into the mathematics of a mail-order advertisement in which the cost per inquiry by "stiffening" the copy should be deliberately increased in direct (though not exactly proportionate) ratio to the cost of the catalogue.

In such cases the sifting down of the inquiries in connection with the advertisement itself is accomplished, not primarily nor perhaps at all by subduing free offers but by explaining the sales offer more fully in the advertisement, possibly stating the price and explaining at least a part of those details that the salesman himself is to explain.

#### AGAIN CAUTION MUST BE EXERCISED

Yet again here we must be cautious because if there is nothing left to inquire about, people will not inquire. A certain degree of vagueness or the omission of certain facts for the purpose of leaving room for an inquiry is necessary even where thereby an increase in the number of inquiries is secured with a slight reduction in quality. If we do not observe this principle in connection with inquiry coupons whether a catalogue is to be sent or a salesman is to call, we soon reduce all of our advertising copy to the point where the prospect has no occasion to inquire at all

Aug. 23, 1923

PRINTERS' INK

27

but might as well order direct from the advertisement without catalogue or salesman, which, in most cases, means suicide of the coupon.

In the writer's judgment, we should bear in mind that advertising in circulations of millions is for the purpose of sifting out the thousand or two thousand, or five thousand particular people who at that particular time, perhaps, are consciously or subconsciously thinking of buying that particular article. That is the goal. And for the purpose of most economical and most effective advertising, theories regarding quality of inquiries and complaints from salesmen who do not like to do the "leg work," must be ignored so that the goal may be kept in mind.

#### New Advertising Business Started at Denver

G. Leonard White has formed an advertising business under his own name at Denver, Colo.

#### Western Advertising Golfers' Association Holds Tournament

In the monthly tournament of the Western Advertising Golfers' Association at the Hinadale Club, L. O. Wilson had low gross with a total of 40-44-40-124. The low net prize was won by F. E. Crawford, Jr.

There were eleven flights played in the tournament. The winners and runners-up of the first three were: First, R. W. Richardson and F. E. Crawford, Jr.; second, L. L. Northrup and H. S. Stevens, and third, Claire Maxwell and A. J. Irvin.

#### Fort Collins, Colo., News- papers Merged

The Fort Collins, Colo., *Express*, mornings, and the *Courier*, evenings, have been consolidated under the name of the *Express-Courier*. The combined newspaper will be published evenings and Sunday mornings. There will be no Saturday edition.

#### Silo Account Returns to Procter & Collier

The Indiana Silo & Tractor Company, Anderson, Ind., has placed its advertising with The Procter & Collier Company, Inc., Cincinnati advertising agency.

## The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



Newspaper, Magazine  
and Street Car Advertising

Publicity and Merchandising Counsel

## Getting the Product in the Right Retail Department

Thomas Young, Importer of Irish Linens, Advertises in Business Publications to Influence Retailers to Place Plain Linen in More Than One Department in the Store

A MERCHANDISE manager of a large store somewhere east of the Mississippi dropped into the New York office of Thomas Young, importer of Irish linens, a few days ago for a chat.

The subject of selling all plain yardage linen in the white or wash goods department arose. The manager told Mr. Young of an experience which he had recently had to illustrate the fact that sales are lost if plain linen is not carried in both departments. Here is what the manager said:

"Our colored handkerchief linen is carried in the wash goods department but our white linen is confined to the linen department and I know of three particular occasions where sales were lost because of this classification.

"In one instance a customer purchased colored handkerchief linen and asked for white also. I directed her very carefully to the linen department, watching her the while to see that she obeyed my directions—I saw her take the right course, hesitate, then go toward the street door.

"On another occasion I conducted a woman part way toward the linen section, but en route she met a friend, chatted and headed for the door.

"The third case of my recollections I gave careful directions, but far from following them our customer took an opposite course.

"Of course while it is true that these customers may have returned later and purchased their white linen in the linen department, I am not unmindful of that old proverb about the bird in the hand being worth two in the bush, and right now I am going to order the popular numbers of plain

linens and corded handkerchief squares for our white goods department."

In what department should goods be carried? This is a question as old as merchandising. Whether or not certain kinds of goods be carried in more than one department is a question equally as old. The fact is, however, that there are still many stores where lines are not yet correctly drawn. Custom plays a strong part in our habits of life. It is not easy to change custom although it may be conceded in some cases that custom is wrong. Sales in linens are lost where plain linens are carried only in the linen department, but yet there are stores that still do not place some of their plain linens in the wash goods and art needlework departments.

Thomas Young, Inc., of New York, is making this point a part of its appeal to the trade, in advertising columns of business publications.

No, it is not a new, untried idea, but it is an idea which is not being used the way it ought to be. And if the idea applies to linens why should it not apply to a number of other commodities, such as notions or toilet goods or jewelry?

## Oil Company Advertises Traffic Laws in Book Form


With the culmination of a series of illustrated editorials on traffic regulations, the Canfield Oil Company, Cleveland, refiner of Canfield gasoline and oils, has assembled the series in book form entitled "In the Interest of Safe Driving," and is offering it to the public. The latest traffic laws are included, it is stated. A cut showing the book and sample pages is used in its newspaper advertising, and a coupon is furnished for making application.

## Appoint Fred L. Hall Representative

The Santa Barbara News, San Luis Obispo San Luis Obispo, and the Visalia Delta, all of California, have appointed Fred L. Hall, publishers' representative, San Francisco, as their Pacific Coast advertising representative.

Lester L. Eckstein has resigned from the Eastern staff of The Economist Group, New York.

# The Indianapolis News is different



**T**HE News rejects annually nearly a half million lines of objectionable copy—patent medicine, stock selling promotions, and even copy which is *unintentionally* misleading—which is considered acceptable to other Indianapolis papers.


Your advertisement in The News is in good company.

## The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office: Dan A. Carroll, 110 East 42d Street

Chicago Office: J. E. Lutz, The Tower Building





*Arthur Capper*  
PUBLISHER

# THE CAPPER

Circulation 1,553,696

TOPEKA, KANSAS

Sections - Capper's Farmer - Oklahoma Farmer  
Kansas Farmer and Mail and Breeze

F  
L  
Nebr  
Pen

# 69,125

lines were gained by the Nebraska Farm Journal during the first six months of 1923, according to the figures furnished by the Advertising Record Company.

This tremendous gain is almost five times as great as that of its closest competitors in Nebraska. Its significance is obvious—more and more advertisers are using the Nebraska Farm Journal to cover Nebraska.

With a total net paid circulation of 111,863 and a circulation in Nebraska of 78,623—the Nebraska Farm Journal offers the advertiser an adequate coverage of over 60% in a state where there are 124,417 farms. Always use the Nebraska Farm Journal in Nebraska. It is Nebraska's first farm paper and the Nebraska Section of the Capper Farm Press.

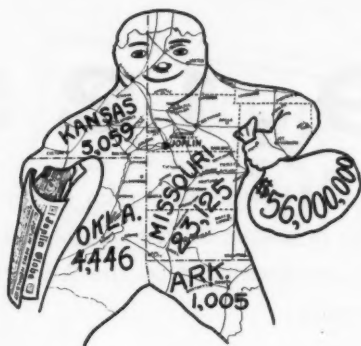
## FARM PRESS

*Marco Morrow*  
ASST. PUBLISHER

Line Rate \$8.50

Milline Rate \$5.47

Nebraska Farm Journal—Missouri Ruralist  
Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.



## Here's a Giant—

A trading area with over \$56,000,000.00 to spend.

# *The Joplin Globe* and *News Herald*

Will tell him why he should have your product—33,000 times daily.

*It's the Logical Way to Reach Him*

### **E. KATZ SPECIAL ADVERTISING AGENCY**

New York—58 West 40th St.  
Chicago—Harris Trust Bldg.  
Atlanta—Candler Annex Bldg.  
Kansas City—Waldheim Bldg.  
San Francisco—Monadnock Bldg.



# "Success" Stories of Dealers Make Popular Trade Appeal

Kelvinator Enlists Dealers to Tell in Popular Fashion How They Sell Refrigerator Equipment

By J. P. Derum

**H**OW to capture the interest of the dealer is always one of the most difficult problems confronting an advertiser.

It is perfectly true, of course, that dealers look upon business-papers as virtual hand-books of trade information, and are given to looking over the advertisements to discover new profit-building possibilities in the way of new products. The advertisements which constitute comparatively sensational merchandising "news" are, however, few and far between. In most cases the manufacturer must approach the dealer with an article about which the dealer is already familiar, and about which his mind is more or less fixed.

The Kelvinator Sales Corporation, Detroit, solved its advertising-to-the-dealer problem in an interesting way. It was vital that it obtain the favorable attention of dealers in a position to handle its electrical refrigeration equipment for the home. How to do this in the most economical way was the question. The advertiser restricted himself to the use of single-page space, and was faced with the necessity of making that single page stand out from among several score of other single pages, all clamoring for the attention of the dealer. The Kelvinator people believed that they had, in the experiences of their dealers, a series of advertisements of real interest to the household electrical appliance trade.

"If an electrical appliance dealer, in reading a popular magazine, should come across an article by another electrical appliance dealer, describing how he had increased his profits with an electric refrigerating equipment, he would be mightily interested in it,

wouldn't he?" was the suggestion offered to, and acted upon, by Kelvinator.

Several enthusiastic letters had been received from dealers and had been used as a basis for four-page letters to the trade. These same letters, in which each dealer went into his experience with Kelvinator to a fairly detailed degree, were taken as a basis for the business-paper advertisements, and were used almost verbatim.

Practically the only thing done to make the letters more effective was to headline them and to illustrate them with photographs—already used in direct-by-mail advertising—and to have the material arranged in an interesting layout.

## MUCH ATTENTION GIVEN PHYSICAL APPEARANCE

Something of an approach to the physical appearance of the page of a certain type of general magazine was made and the difference between the appearance of the Kelvinator page and the appearance of many of the other pages throughout the trade publications in which it is being used is pronounced.

The advertising makes one radical departure from the regular magazine style, in that the Kelvinator logotype is being run at the bottom of the page in the regulation advertising mode.

This was thought to be advisable inasmuch as Kelvinator is, at least to a very great extent, a new name with the dealers who read the advertising.

Each advertisement is headlined with a caption which suggests success and profits. It is always and inevitably true, of course, that a dealer, being in business to make money, is inter-

ested in articles which can make money for him. One advertisement reads: "Our 1923 Kelvinator Sales Will Show 200 Per Cent Increase."

In each case there follows the signature of the dealer writing the advertisement, after this style: "By V. M. Cruikshank, Kelvinator

He then goes on to tell about the rapid expansion of his business; tells how long he has been representing Kelvinator; brings in the fact that he handles a refrigerator along with this refrigerating equipment; tells how large his organization is, and that he is planning to add more men; re-

lates such facts about the Kelvinator business as that it is clean-cut so far as prompt payment is concerned; that the Kelvinator corporation is very live and progressive, and finally winds up with a statement indicating that he has made very satisfactory profits, and expects the present year to be even more profitable.

Similarly, V. M. Cruikshank, without waste of words, starts out with the statement, "We will sell 250 Kelvinator machines this year—an increase over 1922 of more than 200 per cent. There is nothing remarkable in this. The people of the United States have been awaiting a perfected refrigerating machine," etc.

After dwelling upon the fact that Kelvinator is perfected, he says, "Here are a few

facts which will interest dealers. They are the result of my personal observations."

Right there is the keynote of this style of copy. It is the knowledge that the dealers who are writing these articles are simply relating their own personal experiences, without any varnish or veneer, that gets under the skin of the dealer-readers.

The results from trade-paper advertising have been very gratifying. Indeed, the response was so immediate, and the inquiries came in so rapidly, that the results may be said to be almost sensational.

## How I Built a Big City Business on Kelvinator

By L. A. ROTH  
Kelvinator Dealer in Baltimore, Maryland



L. A. Roth, upper right, and C. W. Roth, lower left, with a close-up of their place of business in Baltimore

**T**HE story of my Kelvinator business in Baltimore finally grew right down to the simple fact that the demand for this electric refrigeration is so live, that almost any dealer of average aggressiveness must see his profits grow larger every month, and every year.

Our business has expanded rapidly. People seem to realize that Kelvinator means perfected electric refrigeration, and of course, no one willingly surrenders to when they can enjoy electric refrigeration with its many pronounced advantages.

We have been representing Kelvinator since September, 1919, and hope

in connection with this sold a fine one refrigerator.

We handle these two lines exclusively. The big reason for this is the fact that the demand for Kelvinator is so great that we are unable to handle any other line of electrical equipment—we haven't the time. Of course, when we sell a Kelvinator, we frequently sell a refrigerator box with it, although many times, of course, the buyer has an adequate refrigerator but then requires the Kelvinator only.

We now have an organization of 10 persons, and are planning to add still more soon.

My real argument in domestic electric refrigeration comes a justified

The Kelvinator Corporation is a very live and progressive concern, and they at all times fully co-operate with the dealer. They clearly recognize the importance of your success as being their ultimate success.

We have made money each year we have been in business since selling over the Kelvinator. Our 1922 business was very profitable. We expect 1923 to be still more prosperous.

We are 100% sold on the Kelvinator refrigerating machine and the Kelvinator organization. We cannot recommend it too highly to dealers for we know that you cannot help but make money if you handle it in a business-like manner.

KELVINATOR SALES CORPORATION  
2088 Port Street West Detroit, Michigan

**Kelvinator**  
Electric Refrigeration for the Home

IT IS READILY EVIDENT THAT MUCH ATTENTION HAS BEEN GIVEN THIS TRADE-PAPER ADVERTISEMENT

Dealer in Shamokin, Pa.," or, "By L. A. Roth, Kelvinator Dealer in Baltimore, Md."

While each dealer goes into detail regarding his experience with Kelvinator, no time is lost in beating about the bush.

For instance L. A. Roth starts: "The story of my Kelvinator business in Baltimore finally gets right down to the simple fact that the demand for this electric refrigeration is so live that almost any dealer of average aggressiveness must see his profits grow larger every month and every year."

# TOILETRY

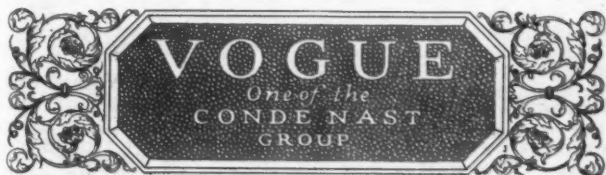
©Maison Violet



THE woman who reads *Vogue* is concerned primarily with quality; secondarily with price.

Because this has always been the attitude of the Veolay Company in the manufacture of their perfumes, powders, creams and boudoir accessories, Veolay talks to *Vogue* in its own language and receives from this audience of discriminating women the favour that perfection deserves. (Signed)

**VEOLAY**  
(Maison Violet)  
Paris



This advertiser's experience goes to show that business papers can, at least in many cases, be used to good advantage in securing direct replies from dealers, as well as in keeping the name and the message of the manufacturer before the trade. The direct result produced in the case of Kelvinator undoubtedly could be obtained by many other manufacturers who now look upon trade advertising as good publicity, pure and simple.

It should be noted that the Kelvinator advertising did nothing more than approach the dealer on an editorial basis. The advertiser takes it for granted that every dealer will be interested in it, and will, therefore, read the experience of another dealer with the product. It assumes, furthermore, that he will be interested to such a degree that he would read comparatively long copy.

There is any number of long-established institutions, with highly developed dealer representation, which require nothing more of their trade-paper advertising than that it keep their names and the names of their products before the trade in a favorable light. There are many others, however, that might, it seems, very profitably depart from the ordinary "hard-boiled" style, and endeavor to get more of human interest into their advertising appeal. And it must not be forgotten that even the oldest and more firmly established business must from time to time inject new blood into its dealer body.

It is undoubtedly true that the average dealer today looks upon the advertising pages of his trade publications as sources of information almost, if not quite, as valuable to him as the editorial articles. It takes no keen imagination to foresee a time when the advertising division of a trade magazine will partake more of the editorial character in text, in illustration, and in layout. How many advertisers today could, to their own great advantage, approach the trade through their dealers? What could be more interesting to the trade than the

personally written stories of such dealers, and what could be more convincing than such copy, being, as it is, virtually a revival of the old-fashioned testimonial set forth in a more interesting, and in a more graceful, manner?

### Advertiser's Home Town Sales Growth

So that automobile dealers may compare their own sales growth with the rate of increase in Moon car sales in its home town, the Moon Motor Car Company, St. Louis, in its business-paper advertising, gave its local sales figures for recent years. These figures were: 133 cars for 1920; 271 for 1921; 500 for 1922, and over 1,000 for 1923, the last figure being based on the rate of increase for the first six months.

"Dealers throughout America are doubling and trebling sales right along—with the Moon," summarized the copy, and in closing put the query to the dealer-reader: "Are you doubling your sales in 1923?"

### Tide Water Oil Reports Better Income

The Tide Water Oil Company, New York, Veedol and Tydol, for the six months ended June 30, 1923, reports an operating income of \$4,359,157 as against \$3,433,684 for the same period last year. The company states that its net income for the first half of the current year was \$3,021,385. During the corresponding six months of 1922 a net income of \$2,120,302 was reported.

### D. R. Church Joins The Jacqua Company

David R. Church has joined The Jacqua Company, Grand Rapids, Mich., direct-mail advertising, in charge of mechanical art and retouching. Mr. Church was formerly with the Jos. Mack Printing Company, Detroit, and The R. R. Donnelley & Sons Company, Chicago.

### L. C. Essex Joins "Good Roads"

Lester C. Essex has been appointed advertising manager of *Good Roads*, New York. Mr. Essex was formerly classified advertising manager of the Macfadden Publications, Inc., and more recently advertising manager of the Bushwick Savings Bank, Brooklyn.

### Has Truly Warner Hat Account

The advertising account of Truly Warner, Inc., New York, operating a chain of retail hat stores, has been placed with Van Patten, Inc., advertising agency of New York.

*Nearly all of Cosmopolitan's circulation is in the 663 Trading Centers, where nearly all goods are sold.*

**N**O magazine so closely follows the paths of merchandise. An advertiser in Cosmopolitan is not forced to take fluctuations in distribution scattered far from the path of trade. Cosmopolitan goes where the goods go.

*The Border of this advertisement is the distinguishing mark of Cosmopolitan's five services—Motoring, Schools, Food, Travel, and Druggist. It is the Border of Service.*

# Cosmopolitan

35 Cents

America's Ablest Advertising Medium

W. S. BIRD  
Eastern Sales Manager

A. C. G. HAMMESFAHR  
Business Manager

J. J. BARNETT  
Western Sales Manager

# Baltimore—



*A typical row of homes in Baltimore.*

¶ First you pick the town; then comes the newspaper.

¶ The Sunpapers don't have to argue themselves on "lists" any more; one glance at the rate book settles that.

¶ "Coming to Baltimore" is the only thing you have to decide. Plenty of reasons—773,850 people; a \$100,000,000

# 773,850

payroll; a 43% increase in power; building contracts increase 65.2%; 77 more ships arrive; 3,095 industrial plants; employing 148,304 workers \$30,000,000 in new industries in sight—but we don't want to turn this into a Board of Trade speech.

☪ Baltimore is right up front on "lists" now because Baltimore is a "big time" market. And The Sunpapers are its "big time" papers.

**July Average Net Paid Circulation:**

**Daily (M & E) 239,325**

**Sunday - - - 176,582**

**A Gain of 14,762 Daily and 19,439  
Sunday Over July, 1922.**

*Everything in Baltimore Revolves Around*

**THE**  
**MORNING**



**EVENING**

**SUN**  
**SUNDAY**

JOHN B. WOODWARD  
Room 1513, 110 E. 42nd St., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

---

**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER."**



## A PAPER WOMEN LIKE TO READ—

'Every day The Indianapolis Star carries two pages devoted exclusively to articles of interest to women. These articles are both instructive and interesting. The women in the field that The Indianapolis Star covers like and DO read them. This is one reason why The Indianapolis Star is a good advertising medium for products that must be sold through feminine appeal.

# The Indianapolis Star

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*Foreign Representatives*

**KELLY-SMITH CO.**

Marbridge Building, New York

Lytton Building, Chicago

**R. J. BIDWELL CO.**

742 Market Street  
San Francisco

Times Building, Los Angeles



# How the "State of Demand" Affects a Jobber Policy

The Burton-Rogers Company Finds It Necessary to Broaden Consumption of Its Class of Merchandise before Finding It Practical to Sell through Jobbers

By Henry Burwen

**W**HEN should a manufacturer having a possible choice, try to work through the jobber and when should he go to the retailer? In some lines the issue is clean-cut and direct jobber distribution or direct dealer or direct consumer distribution is the only possible way. But in many lines business is done through more than one channel and the question which to take is often a puzzling one.

The Burton-Rogers Company of Boston has had an interesting experience in connection with these problems, a description of which will be a helpful contribution to the subject. This company has built up a line of merchandise from scratch; it has felt at first the blank wall of jobber indifference, it has hurdled the difficulties of jobber distribution arising from the demand for its class of product being in an incipient state and has finally settled upon a jobber policy that is working out successfully, a policy which rates the jobber as a distinct asset in the distribution of merchandise whose functions are economically justified.

If the smoke could be cleared away from the discussion of the jobber's economic right to exist it would probably be found that there are assets and liabilities on both sides of the question; that there are circumstances in which the jobber is an economic asset and circumstances in which he is not; and that there are still others in which the economic result is the same with or without. The Burton-Rogers Company has had some experience on both sides of the question.

This firm is manufacturer's selling agent for a number of lines, some of which it controls

exclusively and on others has exclusive distribution in certain territories. That is, it acts as the manufacturer's sales department and from an economic standpoint might be considered the equivalent of manufacturers.

The Burton-Rogers Company started out a number of years ago with Burd piston rings. Later it branched out into the field of electrical testing instruments, which is now its principal business and around which its principal difficulties have been woven. Part of this electrical equipment is bought by garages and service stations for use in their mechanical work and part, like dash ammeters and voltmeters, is purchased for resale and installation.

## THE JOBBER WAS SOUGHT OUT EARLY

In the early stages of the business it was figured that the jobber was a desirable medium of sales. When the company went after him, however, it struck a snag. First of all, the volume of business then being done on lines of the Burton-Rogers class was small; most service-station work was being done by rule of thumb, and difficult electrical jobs were usually referred to the electrical specialty shops. These last constituted an established market for testing devices and they bought from various sources, of which the jobber was one. That market, however, was relatively small. As to dash ammeters and voltmeters, there was no great volume of replacement business done on the first and the second represented a new idea which the company has been putting over.

In short, the state of demand was not far advanced. These devices could be taken out, ex-

plained and sold by men devoting their time and attention to them, but the call coming from the consuming end was limited. Therefore the jobber was not looking for any opportunity to multiply the number of lines he carried and when The Burton-Rogers Company did tie up with him the


the service stations and garages. It had to show the need and create a demand for its goods. It was necessary to disillusion the service man of the idea that testing to locate electrical troubles on a car is a difficult job. It had to convince those who were using rule-of-thumb methods that they

could get quicker and better results by the use of electrical measuring instruments. It was educational work from the start.

The company at the same time advertised in automotive papers, setting forth the same ideas. It published a book, "Hunting Down Electrical Troubles," describing in simple manner the method of using electrical instruments for locating troubles; and another book called "The Cadmium Test" designed to sell battery men on a more modern method of testing batteries to determine the condition of the battery plates. Of these two books, through advertising, circularizing and personal sales work, it distributed more than 60,000. It did a great deal to educate the trade to

the new ideas. At the same time the company joined a group of other manufacturers under the name of Service Equipment Associates in a co-operative advertising campaign to convince the service man that he needed the assistance of technical equipment.

In short, it went out to create a demand for its goods. At the same time it sold to jobbers where it could. In some territories it worked through jobbers exclusively. These were cases where the jobbers took more than an ordinary interest in the development of business for this line of



## BURTON ROGERS

NEXT time the jobber's dilemma will don't be afraid to put out your hand and give him the good friend to have.

Through the jobber, some testing and measuring units are shared with a number of him—directly reducing the sales cost and giving to you and your profits.

Call for a prospectus to find out the full story. Write for a prospectus to find out the full story. Write for a prospectus to find out the full story.

### Can you keep six electrical instruments in your pocket?

Where do you keep those six or seven instruments when it is necessary to locate some electrical fault in your equipment?

Are they scattered all over the shop? Can you find the particular instrument or about necessary to make the test? How about the Voltmeter?

You know where it's like, looking the chance knows where for the right instrument to make the test.

How convenient it is then, when you can dig down into your pocket and draw out your Hoyt Multiple Tester.

This is one of a series of the important tests possible with one line of instruments.

You can get the complete story by opening our advertisements or writing for the new issue of "Hunting Down Electrical Troubles."

**THE BURTON-ROGERS COMPANY**  
Sales Department—Hoyt Electrical Instruments  
755 Boylston Street, Boston, Mass.  
Branch offices and distributors in all principal cities.  
Hoyt Instruments May Be Obtained From Your Jobber.

**"The Best-Equipped Shop Gets the Business"**

NOTICE THE IMPORTANT POSITION—NEXT TO ILLUSTRATION—GIVEN THE COMPANY'S MESSAGE ON THE JOBBER

results were nothing to justify boasting. This was not, they recognized, due to any fundamental failing on the part of the jobber. There are many who rail and rant at what they term lack of jobber co-operation. This company figured it wasn't anything to complain about; that those who expect too much co-operation of the jobber simply are expecting him to take on functions which are not naturally within his scope to perform.

To sell its goods in volume, therefore, The Burton-Rogers Company had to go directly to



*Photograph by Baron de Meyer*

**T**HE CHILDREN of the French aristocracy, like their mothers, have their clothes created by the rue de la Paix. Baron de Meyer has photographed a number of these children's costumes for the August Harper's Bazar. Surely, here is a feature of unusual interest to the young society matron who is the typical reader of Harper's Bazar.

## *Harper's Bazar*

2/- IN LONDON

50c

6 fr. IN PARIS

merchandise. All the time the company was working toward the point where it could switch all its business over to the jobbers.

Naturally, the straddle policy, as the president of the company, M. T. Rogers terms it, brought about certain difficulties during this time. It brought it into competition with the jobbers, both those who were handling Burton-Rogers lines and those who were handling other lines of electrical instruments, in which the direct salesman had the advantage since he was selling his own few specialties, knew his apparatus, was trained to talk it, and the line of merchandise was one in which quality, principles of construction and so on could be made strong selling points. This occasionally caused resentment because sometimes the jobbers couldn't see the broad view that the company was creating an extended market for this class of merchandise; that having sold the service man on the principle of using more technical instruments, it automatically opened up a wider field on which both manufacturer and jobber could cash in.

Finally, at the beginning of 1923 the company felt that the fundamental difficulties of working through the jobber exclusively had been to a great extent overcome. That is, the sales work and the advertising had created a more general receptiveness to the idea of measuring instruments; there was now a certain established demand coming from the consuming end. In addition to this the sales work and advertising of the company had established a definite prestige for the Burton-Rogers lines. The company now had an asset which it could turn over to the jobber which would cause him to look with a different attitude upon the proposition. Therefore it made the shift, adopting an exclusive jobber policy. In "A statement of business policy" issued to jobbers the company stated:

The Burton-Rogers Company represents manufacturers of automotive products and equipment who prefer to

distribute their merchandise through an independent selling organization rather than their own groups of salesmen.

Recognizing the position of the progressive wholesaler, his close contact with the trade and his ability to warehouse and distribute efficiently in his territory, we consider that merchandise which we handle should be sold through him.

To the wholesaler who carries a representative stock of our lines, who puts consistent effort into their sale and who honors our invoices promptly, we offer real sales and service assistance. Our organization is made up of technically trained men whose function it is to stay constantly in the field, building up the established demand for our products, working with and for the wholesaler's men and introducing new lines of merchandise which we may offer. On those lines being handled by wholesalers, all orders must be turned through them—on new lines, the wholesaler will be given the first opportunity to work with us; if he does not at once realize the possibilities of such new merchandise, we shall create the demand for it, but in selling dealers shall do so at a price which will allow the wholesaler a satisfactory margin of profit when he does stock our lines and takes over such accounts.

Our aim is to serve:

(1) The wholesaler—in an effort to show him the profit in the sale of our merchandise and the satisfaction gained from dealing with our House.

(2) The manufacturer—who, through our hearty co-operation with the reliable wholesaler, should receive a volume of business which he may feel sure will steadily increase.

(3) The dealer—to the end that he may be convinced of the desirability of handling quality merchandise, whether for resale or his own use.

Now it will be noticed from this statement that the company does not withdraw its direct salesmen, that these are to stay in the field; but they are now to work with and for the wholesalers' men. In other words they are now so-called missionary salesmen.

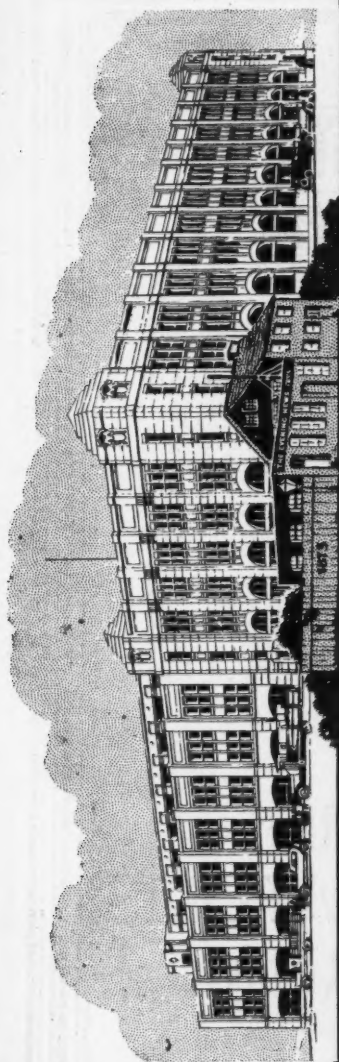
Mr. Rogers says on this point: "We are not expecting much more from the jobber now than we did before. We recognize that the jobber is in no position to create demand. The jobber's salesman has no opportunity to learn the full details of the many lines he handles, nor to any great extent, to talk their individual merits. The selling talk on an individual article by the jobber's salesman must deal mainly with the general reputation of the product. This general reputation is something we have built up by our direct



Minneapolis bank deposits have increased \$21,021,513, nearly 10%, over last year. It is the opinion of bankers that this is a permanent increase in the city's wealth, and that it is indicative of the basic prosperity of the Northwest.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*



## 1873—Fifty Years of Public Service—1923

**T**HE two buildings pictured above graphically portray the physical growth of The Detroit News. The small structure in the foreground was the home of The Detroit News on August 23, 1873, when it was founded by James Edmund Scripps. The building in the background is the home of The Detroit News today, the largest building in America exclusively devoted to newspaper publishing, and conceded by many journalists the world over to be the most beautiful.

It was the aim of Mr. Scripps, the founder of The Detroit News, to publish a newspaper that would be distinguished for its freshness, virility and public spirit.

in America exclusively devoted to newspaper publishing, and conceded by many journalists the world over to be the most beautiful.

It was the aim of Mr. Scripps, the founder of The Detroit News, to publish a newspaper that would be distinguished for its freshness, virility and public spirit.

That the Detroit public responded to the new venture in journalism may be judged by the fact that two months after The News began publication its circulation exceeded that of its established competitors by 50%.

Every day since 1873 The Detroit News has maintained its circulation leadership.

Its fiftieth year of public service is marked by the greatest circulation in its history—the greatest circulation in Detroit and Michigan—a circulation which naturally led to a dominance in all branches of advertising—local, national, automotive, classified and total. The Detroit News is barely surpassed by one other paper in America in total advertising for the first six months of 1923.

# The Detroit News

Greatest Circulation Daily and Sunday in Michigan

*"Always in the Lead"*

work. Thereby we have given the jobber's salesman something to talk about. But recognizing the jobber's viewpoint we continue our missionary work to build up for them an ever increasing demand."

Why could not the same thing have been done before? "Because," continued Mr. Rogers, "on lines like ours if missionary work is to be practicable from a financial standpoint each sale made by a missionary salesman must be the starting point of additional sales for the wholesaler. It must create demand which will work back to the jobber. A line like ours cannot be forced to grow like a mushroom—its growth is steady but slow. In the early days each individual sale did not create any large circle of influence that led to consumer demand. Now, however, the general state of the business has grown to such an extent that missionary work does have this multiplying effect. And this is furthered by the fact that we have extended the number of our lines, some of which, like brake linings, come more nearly within the class of automatic repeaters."

In addition to the missionary work the company is also aiding the jobber in its advertising. In each advertisement there appears some statement to the dealer of his advantage in doing business with the jobber. This generally appears in a block shaped in the form of a keystone symbolizing the jobber's position and bears some such argument as this:

Who is it—that extends you credit that would be difficult to obtain from strangers hundreds of miles away?—that sells you merchandise at a price never more than you could get from its makers—and sometimes less?—that gives you friendly advice, caution and counsel, who advises against certain purchases and urges certain others?—Shake hands with the next jobber's salesman who calls upon you.

I asked Mr. Rogers what was the effect on total distributive cost in changing from direct to jobber distribution. "It is too early yet to tell," he said. "I believe we shall find it less. In the early stages of our business this

would not have been true, because the proportion of business taken by jobbers would have been small compared with that taken by missionary men. Now, however, with the state of demand advanced to where it is, that will be no longer true. Then the jobber buys in quantities which will enable us to have a considerable portion of our shipping done direct from the factories. Already our inventories have been reduced a third, with a considerably greater volume; and our total number of salesmen is somewhat less than before."

Was the policy on which the company started right or best? Mr. Rogers says if he had the thing to do over again he would probably start the same way; in fact, he believes it would be the only way such lines of merchandise, with the state of demand or lack of demand existing at the beginning, could be brought to success.

This viewpoint is shown in the "statement of policy" when it is said: "On new lines the wholesaler will be given the first opportunity to work with us; if he does not at once realize the possibilities of such new merchandise we shall create the demand for it, but in selling dealers shall do so at a price which will allow the wholesaler a satisfactory margin of profit when he does stock our lines and takes over such accounts."

This point about the state of demand is an important one to consider, because it has an influential effect in determining a marketing policy.

The Burton-Rogers Company had to bring the state of demand to a certain point before it could find it practicable to go through the jobber exclusively.

There are many factors involved in deciding upon a distributive policy. This article lays down no rules for deciding what they are nor their relative weights, which as a matter of fact vary with each proposition; but it does, we hope, throw some helpful light upon a complicated merchandising subject.



ase  
ten  
all  
is-  
ith  
to  
ger  
in  
to  
ur  
ec-  
ies  
a  
nd  
is

he  
t?  
he  
ld  
in  
ne  
n-  
Or  
ne  
to

n  
n  
e-  
r-  
ne  
i-  
se  
t,  
o  
e  
n  
r  
-

f  
o  
-  
a

y  
d  
d  
n

-  
s  
t  
y  
t



---

# Two Million



*Reprinted from a newspaper  
advertisement which ap-  
peared August 17, for The  
American Magazine.*

---

**T**ODAY the September number of The American Magazine announces more than 2,000,000 circulation.

Six months ago the announcement was more than 1,900,000. A year ago, more than 1,800,000. For eight years the steady growth has continued—an average of 100,000 new buyers every six months.

“What are the limits to the growth of this magazine?” people ask; just as they have been asking for years: “What are the limits to the market for automobiles?”

**T**HE two questions, and their answers, are essentially one.

---

The great craving of all living creatures is for larger life. The automobile answers that craving. It destroys distance; it shatters the fetters of locality; it opens the door of a broader neighborhood.

The American Magazine answers the same craving. It carries us into the company of people who are living and doing effectively. It supplements our enthusiasm. It ministers to our self-confidence. We lay it down with the fine assurance that we can *do* more and *be* more than ever in the past.

If the automobile companies were merely selling cars, if The American Magazine were merely selling literature, it would be fairly easy to measure their possible market.

---

But who can measure the  
demand for larger living?

Who knows the limit to the  
craving for life?

*The*  
**American**  
*Magazine*

2,000,000 Circulation

*Frank Braucher, Advertising Director*

The Crowell Publishing Company  
381 Fourth Avenue New York, N. Y.



1

c

L

to

is

c

p

c

a

c

th

sp

a

ro

L

c

b

co

h

ai

o

be

el

at

d

C

ai

C

be

ba

m

lo

th

m

fo

C

na

pr

tr

fe

oo

an

ve

op

jo

je



# Federal Trade Commission Takes Exception to Certain Trade Practices

Outcome of Pending Cases Will Be of Interest to Many Manufacturers

By John F. Richter, Jr.

A FURTHER house-cleaning of trade practices objectionable to the Federal Trade Commission is sought by the filing of twenty complaints against certain of the principal tobacco manufacturing companies together with dealers and jobbers in all sections of the country. The offense charged by the Commission is that of a conspiracy between manufacturers and jobbers to fix and maintain resale prices in violation of the Trade Commission Act. The proceeding is considered important because of the influence the outcome of the pending cases will have upon many business methods and trade practices in use in various lines.

The Commission's cases have been brought for the purpose of eliminating those trade practices and principles discussed and condemned by the U. S. Supreme Court in the Beech-Nut decision, as construed by officials of the Commission. Practices alleged to be involved in the pending tobacco cases include:

1. "Keying" goods, enabling manufacturers and dealers to follow goods from the factory to the consumer by means of secret marks on particular consignments for purposes objectionable to the Commission.

2. "Blacklists," or lists of names of persons selected for punishment for the violation of trade agreements and similar offenses.

3. The use of "policing" methods by which jobbers and dealers are compelled to indulge in surveillance and submit reports on operations and practices of other jobbers and dealers.

The Commission's principal objection to the use of these meth-

ods, it was made plain, rests more upon the improper use than the character of the practices.

How far a manufacturer may go in cutting off particular dealers and jobbers from his list of distributors for price-cutting and similar practices is one of the important questions involved in the Commission's proceeding against the tobacco companies, sought to be definitely settled. It is generally conceded that the Cream of Wheat and Colgate cases decided that a manufacturer has this right where no combination or collusion exists in taking such action. Whether a manufacturer may use the assistance of others in deciding to cut off a distributor, and to what extent he may go lawfully, are questions involved in the tobacco cases which will be vigorously argued on both sides.

## SOME OTHER QUESTIONS THAT ARE INVOLVED

Whether a manufacturer may enter into agreement with jobbers and dealers for the purpose of fixing or otherwise affecting prices for the benefit of the trade is another question which has been raised in the pending cases and which must be definitely settled. As part of the same question, the Commission is anxious to ascertain to what extent manufacturers may go in protecting prices, discounts and similar agreements when made by the trade. These principles, officials of the Federal Trade Commission consider, are important and must be settled one way or the other for the guidance of business operations in general.

The cases instituted by the Commission have grown out of

the practice of tobacco manufacturing companies to sell their products to the wholesale trade and by the wholesale trade to retail tobacco dealers on the basis of discounts from list prices fixed by the manufacturers.

The unfair method of competition charged by the Commission is that the tobacco jobbers and dealers and the tobacco manufacturing companies co-operated to fix discounts and prices at which the products of the manufacturers should be resold in various districts throughout the country. The complaint of the Commission alleges that as a result of this conspiracy, the following acts occur in violation of Section Five of the Federal Trade Commission Act:

(a) Undertook among themselves to maintain said resale prices, and did maintain the same;

(b) Caused the fixation of said resale prices to appear as the formal action of the association by an appropriate resolution in that behalf;

(c) Sought by persuasion and intimidation to cause dealers, including those members of the association who discontinued the maintenance of said resale prices in violation of their aforesaid undertakings so to do, to maintain said resale prices;

(d) Sought and secured the co-operation of respondent manufacturers in such persuasion and intimidation, which each said manufacturer rendered by notifying the trade in aforesaid territory, by circular letters and otherwise, that the notifier would refuse to furnish further supplies of his products to any wholesale dealer who failed to resell such products at the prices fixed in aforesaid schedule, or implying the same in veiled language;

(e) Caused reports of the names of said dealers who failed to maintain said resale prices to be reported by the members and their salesmen, either directly to the association, or through the respective members in each instance to the association, and upon receiving such reports, in

turn, reported the names of such offending dealers to respondent manufacturers requesting the assistance and co-operation of respondent manufacturers in the enforcement of said system by having said manufacturers refuse to further supply said offending dealers with any of their products;

(f) As a result of reporting said names to the respondent manufacturers and requesting their co-operation, as set out in Specification (e) hereof, secured the co-operation and assistance of said manufacturers in that behalf and each said manufacturer upon receiving such information proceeded to investigate said instances of price cutting, and upon finding that the offending dealer was cutting prices, and refusing and failing to maintain aforesaid resale prices, refused to furnish said offending dealer with further supplies of its, the manufacturer's products, until the offender gave such promises and assurances of maintaining said resale prices in the future as were satisfactory to said manufacturers and the association in that regard;

(g) Employed special agents to spy upon the members and other dealers in the aforesaid territory in order to ascertain if any of them were or was failing to maintain said resale prices, and upon discovering that a member or a dealer was so doing, to report the name of such offender to the association. Upon receiving such reports, sought and secured the co-operation of the manufacturers with regard to said offenders in like manner and with like results as set out in Specifications (e) and (f).

Thus far, about half of the pending cases have been tried, although no decision has been rendered by the Commission in any case. Separate complaints were issued for the different sections of the country for the reason that the cases arose separately and consequently each will be decided upon its own merits. Answers of the tobacco companies and jobbers to the Commission's charges have been filed in practi-



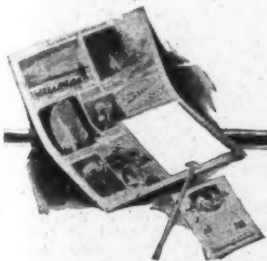
## Developing Tomorrow's Leaders

**R**EAch the child with your message. . . Sell *him* your dentifrices, your clothing, your food products. He will sell his parents—trust him for that. . . And before long, remember, he will be a purchasing agent in his own right.

St. Louis children are smart. At St. Louis' schools—noted the world over—they are trained to think for themselves. They have a voice as to what goes into the homes of St. Louis.

How can the advertiser impress St. Louis youth more forcefully than through "St. Louis' great show window," the cynosure of St. Louis eyes on Sunday morning?

Remember, the Globe-Democrat has achieved remarkable results in making newspaper readers of boys and girls.



**St. Louis**  
**Globe-Democrat**  
**Gravure**  
**Section**

J. CARR, GAMBLE, Advertising Manager

cally every case, denying the use of unlawful trade practices.

The outlook is that many months of hearings and litigation will pass before any decision can be expected to settle the many important principles involved in the proceeding. That the fight will be carried before the United States Supreme Court for final adjudication is a conservative speculation unless the Commission finally decides to abandon its fight against the companies.

### Are Lens Manufacturers Passing Up a Good Selling Point?

THE UNDERWRITER PRINTING AND PUBLISHING CO.

NEW YORK, August 4, 1923.

Editor of PRINTERS' INK:

I was recently compelled by law, as were thousands of other motorists in New York State, New Jersey, Massachusetts, etc., to change the lenses on my automobile in order to comply with the new standard set up at the recent session of the State legislature. I had to discard a perfectly good set of lenses which had given me satisfaction for years, and found myself compelled to purchase a new set, almost without warning.

Naturally I turned to the magazines to which I subscribed and searched through the advertising pages to learn the merits of the various kinds of lenses mentioned on the list of approved devices. As far as I was able to observe the lens manufacturers had not spent one cent for publicity at this critical time!

I hastened around to the nearest garage and asked the kind-hearted garage man his opinion as to the various kind of lenses. He recommended two, said that the highest priced one was the best but he did not have them in stock and that the kind he had in stock was equally good, etc. I drove to an accessory store where I learned that an entirely different layout of lenses was best when they were available but that they had been completely sold out and that those left in stock were mighty fine lenses although not so good as the others because they were not so high priced! In both instances I asked what these lenses had to recommend them to the motorist and in each instance I was met with a blank stare—evidently nobody knew. I talked with my neighbors and found they were buying what the other fellow bought and following along like a pack of sheep! As I am one of those nuts that believe in doing everything a little different from the other fellow I tried my best to get a different set of lenses but found at the last minute that I was compelled to herd myself in along with the other sheep or else be hailed into

court the next day as a violator of the law.

Those are the reasons why I bought the lenses which I now possess. The only merit they seem to have is that they will blind the other fellow before he blinds me. They don't throw the light where I want it; they leave a black spot on the road where my former lenses left a bright spot and taking it by and large I am pretty well dissatisfied with them and I am hoping that they will drop out and break and give me a legitimate excuse for buying a different kind.

The object of this howl is to ask PRINTERS' INK why the lens manufacturers whose devices are approved by law, did not capitalize this wonderful opportunity to tell the public something about what their lenses would do. The lenses which I have discarded threw the light downward upon the road at just the right angle for the driver to see what he was driving into in time to avoid holes, ruts, etc. Years ago I have a faint recollection of seeing this type of lens advertised extensively. Had there been an "approved" lens like this I would have bought it.

THE UNDERWRITER PRINTING AND PUBLISHING CO.

L. A. MACK,  
President.

### Cornelius Vanderbilt, Jr., Heads Newspaper Properties

The Cornelius Vanderbilt, Jr., Newspapers, Inc., is the name of a new company which has been incorporated under the laws of the State of Delaware. This organization will act as a holding company in owning a controlling interest in newspaper properties.

The officers are: Cornelius Vanderbilt, Jr., president; C. C. Bingham, vice-president and general manager; O. T. Lively, second vice-president; Joseph J. Daley, treasurer, and Edward Ralph, secretary.

Mr. Vanderbilt is vice-president of the V-C Advertisers' Service Corporation and president of the C-V Newspaper Service, both of New York. He is also a director of Payne, Burns & Smith, Inc., and the G. Logan Payne Company, publishers' representatives.

Mr. Bingham recently had been general manager of the C-V Newspaper Service, Inc.

As previously reported in PRINTERS' INK the *Daily News*, a tabloid newspaper, is to be published at Los Angeles. The initial issue of this newspaper is scheduled for September 3. This will be the first of the new company's publications.

### Kentucky Flour Advertiser to Run Newspaper Campaign

The Dorsel Flour Company, Newport, Ky., has placed its advertising account with The Koons Company, Cincinnati advertising agency. A newspaper campaign is to be conducted on Seal of Kentucky Flour for this account.

# *A New Judge and Jury*

The manufacturer or retailer who seeks to introduce the new—whether it be in frocks or frying pans, motor cars or mayonnaise, must first sell it to the new generation.

For Youth has the saddle—is living as never before thru all the centuries. Youth demands that which is new and Youth usually gets what it goes after.

In Chicago the newspaper that appeals to and is read by the younger generation—the people under forty and those who *think* under forty—is the

**CHICAGO  AMERICAN**  
EVENING

**A Good Newspaper**

First in circulation among Chicago  
Afternoon dailies and third in America

# The Largest Farm Paper

*Up-Builders of the Soil*  
*Read The Farm Journal*



*J. D. Hasik.*

Mr. Hasik has contributed much in service to his community—Justice of the Peace, Township Clerk, Member State Board of Agriculture, President County Farm Bureau, Director State Farmers' Insurance Association, Director Farmers' Cooperative Grain Elevator.

---

## It Pays and Proves It Pays

# Circulation over 1,150,000

**B**ORN in Czecho-Slovakia, the son of a blacksmith, John D. Hasik came to this country at the age of five. He was educated in the public schools and taught for seven years. Then he started farming.

The beginning was small and the work was hard, but today Mr. Hasik owns a 160-acre farm at David City, Nebr., which, with the livestock and implements, is worth more than \$50,000.

Perhaps the dominant characteristic of John Hasik is his love and skill in upbuilding of the soil. When he took over Belvedere Farm it was run down and the crops were poor. In four years he tripled the yield of wheat, multiplied the yield of corn by  $5\frac{1}{2}$  and almost doubled the yield of oats. He is the holder of many gold medal awards on his grain exhibits at the big expositions, and in 1919 won The Farm Journal Silver Medal on oats.

With his splendid modern home and well-equipped farm, Mr. Hasik represents the sort of progress common among The Farm Journal readers throughout America. He says: "The Farm Journal was the first farm paper I ever studied. I must say it got me started in farming. It's chock full of good things for farmers, their wives, sons and daughters."



## Believed In for 46 Years

# Henri, Hurst & McDonald

## A D V E R T I S I N G

### Chicago



**T**HROUGH the invention of a simpler, more versatile machine, the Sundstrand Adding Machine Company has become one of the important factors in the office equipment industry.

It is a pleasure to work, as advertising counselors, with this substantial concern.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.



# Fixing the Budget Should Not Lock the Advertising Door

Why Advertising Expenditures Must Depend on the Objectives in View, Current Opportunities and the Advertiser's Belief in Himself

By Paul L. Hardesty

WITH many advertisers, fixing the advertising budget is like taking the kids to the circus. Once it's done, it's all over for another year. In most concerns that advertise the various executives who have a voice in the matter usually meet annually to agree on a scale of advertising operations for the coming twelve months. How the amount to be spent is arrived at is a process with as many ups and downs and ins and outs as a roller coaster and labyrinth combined. The percentage of gross sales that it represents and the business philosophy on which the appropriation is based vary. And they should. The principles of arriving at and applying a budget can be drawn only from a study of the whys and wherefores of each individual case.

The surprising thing in connection with advertising budgets in many instances is that they are not made for the individual business with which they must be inseparably connected. A manufacturer figuring the amount of his coming year's advertising expense finds that another company in the same field plans to spend 2 per cent of gross sales. He gets other figures which indicate that 2 per cent is about the average in his line. So he decides that he will spend this amount, too. Which may be sound logic, but only for the house of average abilities prepared to give no better than average service and satisfied with average returns. Averages, however, are not made up exclusively of the performances of the leaders. They reckon the scores of the inefficient as well.

Three or four years ago when the textile industry was afflicted generally with a sinking sensation, the sales manager of a big mill in

the East was questioned by his executive committee. They invited him to explain why his quotas had not been maintained. In the discussion that followed one director hazarded the guess that production facilities had been greatly over-expanded.

## THE SALES MANAGER SPEAKS

At this point the sales manager got on his feet and opened a formidable looking folder of documents. "I believe in the possibilities of our line," he said. "I believe also in the value of courageous, aggressive effort even when such obstacles as nationwide depression exist. And I offer for what it is worth the suggestion that production facilities have not been so much over-expanded as our selling facilities have been greatly under-nourished."

Referring to his papers, he cited a number of communications from his office calling attention to that situation. He described how the sales force had been reduced and advertising slashed during the earlier period when the concern was oversold. This reduction of sales and advertising effort had continued into the danger period, he showed, until the time had come when the mill's distribution lost ground. The company's failure to go at its objectives with the sales and advertising effort equal to the situation was splashing red ink all over the balance sheet.

A business competitively engaged must have definite objectives small and large, immediate and eventual, toward which all its efforts are bent. It has its critical situations coming up from time to time—unexpected competition, unexpected sales resistance, unfavorable times—and dozens of

other factors which simplify or complicate its problem of distribution.

Unlike the revenues of a nation, the revenue and the profit of a business are in a large measure dependent upon sales and advertising activities. Although it may be wise for a nation to lay down an iron-clad budget for a war department on a peace basis, it is not sound business for a company to stick to an iron-clad budget in the sales and advertising departments when it is evident that extra effort will be rewarded with extra profits or progress—or that the failure to make an extra effort will result in loss of ground to some aggressive competitor.

It seems to me fundamental in making an advertising budget that the budget be made for the business and not the business for the budget. That is, every budget should be flexible and the sales or advertising department should be encouraged to present future possibilities and needs from time to time.

In other words, the purpose of a budget is not to relieve executives from the task of again considering the question for a year. Rather it is to bring up the advertising objectives distinctly at least once a year, fixing a scale of effort commensurate with the apparent needs of the situation and placing the concern in a position to act successfully upon any turn of the merchandising situation, favorable or otherwise.

In scaling the budget for these purposes, many methods are employed.

A Western mail-order concern, whose returns are directly proportional to the amount spent, usually looks over its possible advertising mediums, compares the percentages of return to those of the previous year and blocks out what appears to be a safe and sane scale of advertising effort for the coming season. In arriving at this budget the capacity of the concern to finance the initial effort and its ability to carry the risk of unfavorable responses are the determining factors.

As soon as the first returns begin to come in, however, the budget is revised. If the market seems unusually responsive and the production departments are able to keep pace, then the appropriation is increased and more space including the second or third string of mediums is at once put to work.

If, on the other hand, it is evident that the season is going to be unfavorable, the chances are that the house will husband its resources and await its opportunity. When, however, the season is unfavorable because of the heavy competitive effort of some competitor in the field and the mail-order house possesses the resources, it is likely to drive ahead more vigorously with the thought that the volume of returns per dollar expended can be increased by an effort that overshadows the competition.

#### TAKING THE AVERAGE BRINGS AN AVERAGE RESULT

With the business that has no opportunity to check in a mail-order way, the problem has more unknown quantities with which to deal. Many business houses revert to the sales and advertising averages of houses in their field and seek to do the average things—a little more or a little less.

And when one of these houses has decided upon 3 per cent of the gross sales or 7 per cent of gross sales or some other figure as a proper advertising appropriation for the year, it takes one of two common ways of applying the figure. The first is to spend 3 per cent of last year's sales and hope for equal or better volume the current year. The second method is to appraise the probable volume for the current year on a basis of past progress and figure the 3 per cent thereon.

Passing from the rule-of-thumb methods to the strategic methods of planning advertising, I recall a concern which in a decade rose from a tail-end to second place in a field where the annual volume of business is figured in nine digits. Five years ago this

# The World



## First!

**T**HE WORLD closed the first seven months of the year with a gain of 1,028,893 lines, an excess of 447,497 lines over the gains of its nearest competitor.

It is approaching two years since THE WORLD first took the lead in advertising gains among the newspapers of New York. A million-line gain is in itself an achievement of almost equal magnitude.



MALLER BUILDING CHICAGO    PULITZER BUILDING NEW YORK    FORD BUILDING DETROIT  
 MARKET AND THIRD STS. SAN FRANCISCO, CALIF.    TITLE INSURANCE BLDG. LOS ANGELES, CALIF.  
 SECURITIES BUILDING SEATTLE, WASH.

manufacturing company held a memorable meeting at which its executives presented a five-year program of business expansion. The market opportunity had been elaborately analyzed in connection with figures on population, market saturation, production capacity, etc.

There were blueprints of new buildings with the dates at which they should be erected and brought into the production plan. There were maps of the sales territories with shaded zones and dates indicating how year by year they were to be more and more intensively cultivated by steadily increased forces of salesmen. And matched with the other drawings were advertising budgets based upon the general plan of market conquest. Appended were working plans for financing the business in line with the five-year objective.

This program illustrates some of the vital things with regard to an advertising budget: *first*, the importance of extra power at certain points in attaining an objective; *second*, the necessity for a financial forecast that will assure the persistency of the advertising effort once it is undertaken; and *third*, the economy of an even gradation of advertising power nicely fitted to the needs of the business over a period of time. This, it seems to me, reaches the heart of the matter as regards an advertising budget.

In arriving at the appropriation the main question is not whether a fixed percentage is to be observed. It is whether adequate funds are being provided to accomplish the great objective the business has at heart.

And more essential than the disciplinary question of whether the budget will be observed to the dollar is the problem of whether all the other sales and merchandising forces of the business are keyed in tune to make the most of the publicity that it buys. Take the case of a bank. Certainly if there is skepticism in the institution or discourtesy at the tellers' windows, it would be better to

save the appropriation a year and put the organization in step with the ideals which the advertising department is going to present to the public.

#### ARRANGING THE BANK BUDGET

The management of a bank, for example, should analyze its situation, visualize an opportunity and set the entire organization to seize that opportunity. It should arrive at the budget which experience has shown will conservatively yet adequately put that opportunity within its reach. It should encourage its counsellors and officers to present any additional need that may arise for unexpected resistance or new opportunity. It should bind its departments not to exceed the budget except with permission—and itself to finance its departments to the extent of the budget as laid down.

This in a nutshell is the philosophy of the advertising budget for a bank.

How the budget should be itemized as among departments—what percentage of it should be devoted to a typical medium, such as newspapers, outdoor space, direct-by-mail, and mechanical work or divided among the trust, commercial or savings departments—is not essential, for no good advertising effort can fail to benefit the various departments.

The essential purpose in breaking a budget down into detailed items is merely to check against neglect of any department, to assist careful buying of the materials of advertising and to assure proper consideration of the merits of every good medium.

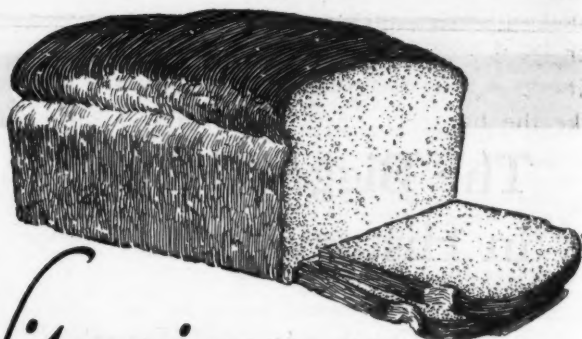
In the bank with which I am associated, the Union Trust Company of Chicago, our plan is to analyze our growth and set an aim; to examine our services and assure ourselves that they are worthy of promotion before undertaking to feature them; to select our logical markets, choose the best available selling forces, and weld them into a closely knit promotion program, which has a well defined future objective. One year we may consider the

## The Biggest Issue in History!

The October issue of Hearst's International Magazine contains more than 49 pages of paid advertising, exceeding any previous single issue in the history of this publication by over 14 pages.

Incidentally, the July, August, September and October issues registered an average gain in advertising lineage of more than 68% over the corresponding issues in 1922.

***Hearst's International Magazine***  
A LIBERAL EDUCATION



# *Vitamines in business too!*

You have heard about *vitamines* in food—that essential, vitalizing food element which, like the spark in a gas engine, awakens otherwise dormant energy. It is said that yeast contains much of this life-sustaining substance; it exists in other foods in varying degree, in some not at all. Whatever else you eat, you *must* get *vitamines*.

There are *vitamines* also in the retail, industrial and professional fields—the *vitamines* of ideas, information, news and classified experience, which are carried in

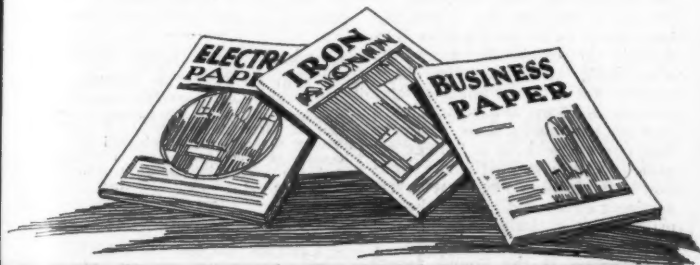
THE ASSOCIATED BUSINESS PAPERS, INC.  
100% A. B. C. Audited — Reaching 54

good business papers such as belong to the A. B. P. Without such vitamins, most fields of business, like the human organism, would function but sluggishly.

Because of this essential, bread-and-butter character, the A. B. P. papers command the highest degree of attention, authority and influence. They effect an advertising contact obtainable in no other way, even at many times their moderate cost.

If you sell merchandise with specific uses and appeals in different fields, you will benefit immensely from an adequate application of advertising vitamins in the form of space in business papers reaching the concentrated buying power of their respective fields.

*"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.*



Headquarters, 220 West 42d Street • New York  
Different Fields of Trade & Industry



situation especially propitious for a drive upon trust business. If our trust department is tuned to the effort and the sales plans have been made available to us, the chances are that our appropriation will show an unusually large percentage of newspaper advertising and direct-by-mail effort for the trust department, and this effort will be maintained not as a matter of budget or a matter of months but for the "duration of the war." And when this trust campaign has been put through as a well conceived unit, when the market has been thoroughly worked, and the results are on the books, it may be considered wise to let that field lie more or less fallow while a drive is made in the investment department or the savings division.

The principle here is sound, for a market can be worn down until it requires a period of recuperation in the same manner as a wheat field. And it is equally sound that the general public, the public which is constantly growing up, will readily give favorable attention to a campaign in some other department, so that the bank will be properly in the public eye no matter what particular campaign may be going on.

The most serious mistakes that are made in advertising are the mistakes of shortsightedness and infirm purpose. Many concerns operating without a budget give consideration to every medium that is called to their attention by an enterprising space solicitor. At the end of the year they frequently have spent twice as much as they thought they could afford, and the advertising structure they have built is not a house but a succession of additions and remodelings. Just as frequently these concerns that operate without a budget get panicky in the face of some situation that requires strong, wise advertising effort and cut off the appropriation entirely for the rest of the year.

A budget is the sound assurance which forward-looking advertising men require, that at least a minimum effort will be sustained. It should not be final.

The door must remain open for presenting the case when an unusual situation, favorable or otherwise, arises.

Detailed percentages regarding budgets have been compiled in recent years and may be found in a number of publications. But as I have already indicated, percentages are merely averages for average opportunity and average ambition. The bank or any business that believes in itself more than the average and is willing to organize to do a better than average job of selling its services may profitably spend more than the average for advertising, especially if it spends it in a better than the average way.

In this connection it should always be kept in mind that averages in business bring a firm down to the dead level. The average per cent in any given line of business is made up not of concerns that are very efficient and make large profits. It also takes into consideration the records set by mediocre firms making fair profits and inefficient firms operating at a loss.

The manufacturer or bank that appears to be the worst overspender may spend least "per sale" or "per new account." The questions to be answered in laying out the advertising budget are: What is to be done? How efficiently is it to be done? Can it be done profitably? The budget or the appropriation should grow out of the job to be performed. Too often it is the other way round.

### Outdoor Advertising Association to Meet at Detroit

The Outdoor Advertising Association will hold its fourteenth annual convention at Detroit, October 4, 5 and 6. Among the subjects which will be discussed at the meeting is a proposal that the association adopt a standardized type of painted bulletins.

### Golf Goods Account for Charles C. Green Agency

The advertising account of the Kroyden Company, Newark, N. J., manufacturer of golf clubs, balls and bags, has been placed with the Charles C. Green Advertising Agency, Inc., New York. Newspapers will be used.



# How the Browns came to Ocean Haven



"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebos of the earth. They are the people who read the advertisements."

WILLIAM MCFEE in "*Casuals of the Sea.*"

# How the Browns came to Ocean Haven

CUSTOMARILY the Browns have spent their Augusts at The Albemarle at Inlet Beach—a thoroughly comfortable hotel in an estimable, if unpretentious, colony of summer residents.

But this year there intervened the diverting influence of a bridge tea—and a cogent remark by Mrs. Henley-Jones.

She knew, it seemed, of a cottage at Ocean Haven, near theirs and the Warburtons', that could be had for the merest trifle: a stunning little place with seven rooms, a screened porch, Colonial fireplace, and a view of the sea that was matchless.

"You must take it, my dear," she said. "It will be so much nicer than that dreadful hotel—especially for the children. And it *would* be so pleasant for Mrs. Warburton and me to have you near us, would'nt it, Rhoda?"

Insidious utterance!—and not unconnected with Mrs. Gore's later observation that she had "never known Betty Brown to play such brainless bridge." Mrs. Brown's head was, in fact, quite turned.

Mr. Brown, the subject delicately broached to him, mentally discarded the claim of economy for the new arrangement; but the advantages, he decided, outweighed the expense. And so, after due inspection and the appropriate negotiations, the Browns were launched on still one more adventure.

Like all Brown adventures, it involved at the outset new expenditures.

It involved, for instance, new clothes, for which, of course, *The Designer* and Mrs. Sewell were called into commission for a period of sustained dressmaking activity.

It involved, also, a trip to McFarland & Wright's for a suite of wicker furniture which, with a chintz scheme of decoration—also out of *The Designer*—would make the new cottage more cheerful and livable.

But although it involved quite a number of things, few of them, as a matter of fact, were imposing of themselves; and most of them were tentative—purchases to be enlarged and improved upon on a later occasion.

The Warburtons, of course, order these things differently. When they built Ocean Rest they called in architects and decorators to lay it out according to their fancy—and then moved in magnificently to a completed summer residence.

But the Browns are seldom final in these matters; they proceed rather by graded stages. Next year, perhaps, they will exercise an option to buy the new cottage and proceed upon a grander scheme of decoration—but this year they will feel their way.

\* \* \* \* \*

It is the Browns, however, who are the eternal customers. It is they who are the continuous prospects. Wouldn't you—frankly—prefer to do business with the Browns?

The Browns' magazine is *The Designer*—principally, we think, because it appeals to their practical every-day interests; of which people

moving ahead in the world have so many. Mrs. Brown got her hint about the chintz decorations, for instance, quite logically from *The Designer*; for it devotes a larger part of its contents to home decoration than any other leading women's magazine.

Think of the hints the Browns get out of *The Designer* that involve the purchase of *your* product!

# *The* DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC.  
NEW YORK



How

A  
on a  
does  
least,  
tion.  
and u  
entire  
large  
an inc  
that  
means  
obstac  
evils.

The  
the ci  
small  
of pre  
and th  
Their  
of a  
basin  
genera  
below  
well o

Dur  
years  
cleanin  
introd  
which  
skilled  
of com  
cessfu

For  
Carma  
of Wa  
ing its  
tion  
metho  
operate  
has in  
equipm  
investe  
\$200,00  
profitab  
it has  
officers  
time th  
hampes  
sponsib

Thre  
began  
tions.  
disclos

# Overcoming Trade Evils with Truck Service

How a Washington, D. C., Dry Cleaning Establishment with Large Invested Capital Meets Irresponsible Competition

APPARENTLY there is no line of business that is operated on a quality and ethical basis that does not suffer, to some extent at least, from irresponsible competition. In some lines, "fly-by-night" and unqualified operators give the entire industry a bad name, and a large Washington concern in such an industry has perfected a service that may suggest to others a means of overcoming many of the obstacles of competitive trade evils.

The dry cleaning business, in the cities, is fairly infested with small shops that make a specialty of pressing and repairing clothes, and that claim to do dry cleaning. Their equipment usually consists of a can of gasoline, a wash-basin and a sponge. The work is generally a makeshift and is far below the standards of reputable, well equipped dry cleaners.

During the last twelve or fifteen years many improvements in dry cleaning equipment have been introduced. The business is one which requires the services of skilled workers and the investment of considerable capital for its successful operation.

For a number of years, the Carmack Dry Cleaning Company, of Washington, has been developing its business through the adoption of the most advanced methods. Today the company operates a large plant in which it has installed the best of modern equipment, and which utilizes an invested capital of more than \$200,000. The business has been profitable from the beginning, and it has grown steadily; but its officers have realized for a long time that development was being hampered by the many irresponsible operators in the industry.

Three years ago, the officers began an extensive study of conditions. Their investigations soon disclosed the fact that many people

believed that dry cleaning was a superficial process that seldom paid. A large number reported that they had found the dry cleaning of garments unsatisfactory, and that spots soon returned. Almost invariably, when such complaints were traced they led to the small neighborhood shop.

## CONVENIENCE AND PROMPTNESS SCORE HEAVILY

Another important fact brought out was that the attraction of the small operator was the convenience and promptness of his pressing service. For purposes of solicitation and delivery he usually employed a small boy; the territory covered was the immediate neighborhood, and a suit left with him could be sponged and pressed within an hour, if necessary, and always returned the same day. If he could encourage the customer to have the suit dry cleaned, so much the better. In that case, he usually scrubbed the spotted surface with gasoline, sponged and pressed the suit, and charged a little less for the service than a genuine dry cleaning would have cost.

The amount of such business gave the officers of the Carmack company considerably less concern than the harm the condition was doing the industry. Early in their investigation they realized the necessity of furnishing a widespread pressing service, in order to make known the benefits and economy of proper dry cleaning. And they concluded that this could be done either by greatly increasing the number of their branch offices, or by adopting a movable service.

The president of the company, F. W. MacKenzie, conceived the idea of furnishing a truck with all necessary pressing equipment and sending it about the city and suburbs at the request of cus-

tomers. The company concluded that this service would have numerous advantages over that of a multitude of branch offices.

The truck was made as attractive as possible, no expense was spared in its construction, and its success, to date, has encouraged the company to plan a rapid ex-

in our business, and that garments of different kinds require a variety of treatments. It would not be profitable for us to send an expert to answer every call created by the advertising of our dry cleaning alone, and we could not expect all prospective customers to bring their work to our branch offices.

"So the truck service was devised to take advantage of the public's association of pressing with dry cleaning. We were convinced that it would be profitable to advertise such a service, and that the revenue would enable us to place an expert in touch with every customer and prospect.

"There are two men on the truck. The presser has had ten years of experience, and the salesman is familiar with every department of the business and has been with the company for twenty-three years. So we offer the best pressing service at the customer's door, while we secure the advantages of expert solicitation for dry cleaning. All questions as to whether or not a garment will clean

satisfactorily are answered before the goods reach us, and costly misunderstandings are avoided.

"About the first of April we began our advertising, expecting to run a long series of hundred-and-fifty-line advertisements in two Washington newspapers. We illustrated the car by a small cut, and in the copy we appealed for telephone calls for the truck, which we called the Valador Car from Carmack. The advertising was far more productive than we expected. About seven advertisements more than introduced the service, and we had to stop the campaign because it was getting us into trouble by creating many



### Your Clothes Pressed at Your Door by the Valador Car from Carmack

Phone for it—Columbia 636

The Valador Pressing Car from Carmack anchors in front of your residence—Presses and Steams right then and there. Men's, Women's and Children's garments attended to with the help of the latest electric devices. The Valador Car from Carmack comes to your neighborhood the same day every week.

The Car from Carmack is also equipped to carry Garments to be Dry Cleaned or Dyed at the Company's plant. They'll be promptly returned to you in the Car from Carmack.

**Carmack Dry Cleaning Co., Inc.**

2469 Eighteenth Street N.W.  
Phone Columbia 636

*Call the Valador Car From Carmack*

HOW THE NEW PLAN WAS ADVERTISED IN NEWSPAPER SPACE

tension of the service. The body, carried by an electric chassis, is well ventilated, and is furnished with a pressing machine, electric irons, a steam generator and all necessary equipment of the latest type. The outfit represents an investment of \$5,200. It was placed in service the early part of last April.

"Our primary motive," Mr. MacKenzie said, "was the education of the public. You may think that advertising was the logical means of doing this, and undoubtedly it would be in almost any other line. But you must remember that expert advice to the customer is frequently necessary

Aug.

..W

F  
sup

CONE,  
130 N.  
Detroit  
R. J. B

ments  
variety  
not be  
expert  
ted by  
eaning  
ect all  
bring  
offices.  
k ser-  
sed to  
of the  
tion of  
dry  
were  
at it  
able to  
a ser-  
he rev-  
able us  
pert in  
y cus-  
pect.  
Two men  
The  
ad ten  
erience,  
n is fa-  
very de-  
busi-  
with  
y for  
ars. So  
e best  
at the  
, while  
advan-  
solic-  
clean-  
ions as  
not a  
clean  
before  
y mis-  
y we  
pecting  
undred-  
ats in  
rs. We  
all cut,  
ted for  
truck,  
lor Car  
ertising  
han we  
vertise-  
the  
top the  
getting  
g many

Aug. 23, 1923

PRINTERS' INK

75

# In New Orleans

## Where folks take time to live



By tradition, by heredity, by temperament and by habits of life, the people of New Orleans and surrounding territory are responsive to every artistic appeal.

If your product deserves artistic presentation to portray its character

## Use Rotogravure!

Pictures while they are news—a distinctive eight-page supplement every Sunday. Write for specimen copy.

# The Times-Picayune

**FIRST FOR THE SOUTH**

### ADVERTISING REPRESENTATIVES

CONE, HUNTON & WOODMAN, Inc., 225 Fifth Ave., New York City;  
130 N. Wells St., Chicago; Victoria Bldg., St. Louis; 516 Lightner Bldg.,  
Detroit; Victor Bldg., Kansas City; Constitution Bldg., Atlanta.  
R. J. BIDWELL CO., Times Bldg., Los Angeles; 742 Market St., San Francisco.

more calls than one truck could take care of. But the advertising taught us how to expand the service, and as soon as we can get the necessary trucks we shall launch a more pretentious campaign."

In establishing the route, Mr. MacKenzie said that the company did not expect to do any business with the truck for several weeks and that it was thought that it would take two or three months to place it on a paying basis. The first week's receipts, however, amounted to a highly satisfactory sum, the business doubled the second week, and by the fifth week the truck was paying and there were many evidences that the public appreciated the convenience it offered.

"At first," Mr. MacKenzie explained, "it required a good deal of time to explain the service, and the routes were short; but as the plan became better known we were enabled to extend the service, and the truck now covers long routes, making weekly calls. We have found house-to-house solicitation the best method, and people generally welcome the calls."

"Lately we have worked out a plan of employing light trucks to work with the heavy, fully equipped trucks. The light trucks will be very much smaller, and we will use them for neighborhood delivery only. They will cover cross routes, bringing clothes to the large trucks to be pressed, and they will be operated by one man, a combined driver and solicitor."

"We have demonstrated beyond doubt that advertising such a service will pay. After we abandoned our attempt to answer random calls, we designed four direct-mailing pieces, which were used as advance material in establishing the routes with excellent results. But although all of our advertising was negligible, we are still hearing from it, still getting repeated telephone calls."

### Joins Stavrum & Shafer

Henry Drake Shafer has joined the staff of Stavrum & Shafer, Inc., Chicago advertising agency.

### Automotive Association Plans for Christmas Campaign

The Christmas sales program recently approved by the merchandising committee of the Automotive Equipment Association includes a retail selling campaign based on the idea of inducing the public to give automobile accessories, equipment, parts, supplies or service as Christmas gifts.

"Something for the Car for Christmas" is the slogan adopted by which this goal is hoped to be accomplished. Manufacturers, jobbers and dealers will be asked to use it in their Christmas advertising and streamers bearing the slogan will be furnished dealers by their jobbers.

### Retailer Capitalizes on Saturday Holiday

During the summer months a number of Philadelphia retail stores are closed on Saturdays. Evans's, operating a chain of drug stores in that city, is adapting its newspaper advertising to inform the public that its stores are open on Saturdays for shoppers who will find them convenient to purchase necessary and unexpected articles. The copy is run on Friday and includes a list of the merchandise offered for sale on the following day.

### Procter & Gamble Earnings Increase

The Procter & Gamble Company, Cincinnati, P & G Naptha Soap, Ivory soap and soap flakes, Crisco, etc., for the fiscal year ended June 30, 1923, reports net earnings of \$8,532,825, as compared with \$7,340,327 for last year; \$3,729,559 for 1921, and \$4,191,057 for 1920. The volume of sales during the year amounted to \$109,776,389, in contrast with \$105,665,386 for 1922; \$120,019,727 for 1921, and \$193,332,000 for 1920.

### "Save the Surface" Campaign Subscriptions Exceed \$200,000

The semi-annual statement of the trustee to subscribers of the "Save the Surface" campaign fund shows a total income to June 30, 1923, of \$203,668.35. Expenditures for advertising were apportioned as follows: national publications, \$62,272.73; trade journals, \$5,620.85; preparation of copy, cuts, etc., \$1,776.48, and merchandising the advertising, \$4,548.71, a total of \$74,218.77.

### New York "Evening Post" Advances Harry Brown

Harry Brown, with the advertising department of the New York *Evening Post* since 1907, and for the past year manager of its national advertising, has been appointed advertising manager to succeed Porter Caruthers, who, as previously reported in *PRINTERS' INK*, resigned August 18 to join the Hearst organization.



ADVERTISING FORTNIGHTLY

August 15, 1923

## America's Chemical Industries

A Wide Diversity of Products and an Enormous Field of Activity Are Disclosed in the Many Different Businesses Which Depend Upon One or More Chemical Processes for Their Existence

By Floyd W. Parsons

THE most interesting and probably the most discussed business in the United States today is our chemical industry. Throughout the industrial development of our country the work of the chemist has played a vital role. Chemical research has presented

such materials as seaweeds. In mankind; when we look upon overcoming the ravages of disease learn that his opportunity, as is indicated by the

## Read Floyd Parsons' Article

In the August 15th Issue

# of Advertising Fortnightly

### The 18 Major Industries into which Chemical Engineering Dovetails

Cement  
Clay Products  
Coal Products  
Dyes  
Electro-chemical Products  
Explosives  
Fertilizers  
Fine and Heavy Chemicals  
Food Products  
Leather  
Lime  
Metallurgical Products  
Petroleum Refining  
Paint  
Paper  
Rubber  
Soap and  
Sugar

IT will give you a new picture regarding the part that chemical engineering plays in the industrial development of this country.

Notice that Floyd Parsons is not writing of America's Chemical *Industry*. He uses the plural because chemical engineering dovetails into 18 major industries, with products as widely diversified as sugar and cement, paint and fertilizer. Chemical engineering is literally woven into the industrial backbone of this country's business enterprises.

CHEMICAL & METALLURGICAL ENGINEERING, with its 12,000 circulation, reaches the buying units in the industries discussed by Parsons. Think of it as the market place to which buyers naturally turn in the many different businesses which depend upon one or more chemical processes for their existence.


## Chemical & Metallurgical Engineering

A McGraw-Hill Publication

Tenth Avenue at 36th Street

New York, N. Y.





## FIVE exclusive features of the Dairymen's League News

1. Sixty thousand subscriptions from the members of the Dairymen's League Co-operative Association, Inc., alone\*.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. *Thus the weekly circulation for the past 12 months has averaged way over 60,000 copies.*
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

*\*Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.*

DAR  
N

# In the matter of stability

**CO-OPERATIVE** marketing has placed the farmers of New York State in a position to rival any industry in the country in the matter of stability.

By being assured a steady and advantageous return on their products, the farmers are able to plan ahead from year to year and greatly increase their productivity.

The stability of the New York State farm market should be particularly interesting to you. It means that you can sell your own products to these farmers in

steadily increasing quantities.

And the way to reach these farmers is through the advertising pages of the Dairymen's League News.

More than sixty thousand farmers read the News because it is farmer owned and controlled, because it stands solidly behind the co-operative marketing movement, and because it is a worth-while publication.

These progressive farmers and their families will be glad to give to your advertising message the attention it deserves.

## Dairymen's League News

NEW YORK: 120 West 42d Street  
CHICAGO: 1008 Otis Building

Phone—Bryant 6081  
Phone—Franklin 5959

# Dairymen's League News

The  
Quality  
Farm  
Paper  
of the  
Pacific  
Coast



The Western Farmer is the one farm journal which offers an adequate coverage of the great North Pacific farm field.

It is a field of big operators and large incomes.

**WESTERN FARMER** has by far the largest circulation of any farm paper on the Pacific Coast.

When you think of the Pacific Coast remember **WESTERN FARMER** as the outstanding agricultural medium of the Pacific West.

Circulation Aug. 15th issue 95,202 (1922 same issue 89,673)

# WESTERN FARMER

THE LARGEST FARM PAPER OF THE PACIFIC COAST  
PORTLAND, OREGON

REPRESENTATIVES:

E. KATZ SPECIAL ADVERTISING AGENCY  
Chicago :: New York :: Kansas City :: Atlanta

EDWIN C. WILLIAMS, San Francisco

B. N. HUTCHINSON, Seattle

## "I'll Try a Dozen"

Maybe, After All, the Enterprising Salesman Who Takes Sample Orders to "Get the Line Represented" Is Not Performing a Service for His House

By T. W. McAllister

THE salesman for the Consolidated Cutlery Works, with the confidence born of real enthusiasm for the product he was selling, spread out his roll of sample pocket-knives on the desk of John Higgins, hardware merchant, and started a voluble explanation of the details of construction and finish. He had already made his usual spectacular demonstration of driving a knife blade through a one-eighth inch strip of iron, to show the quality produced by a special heat-treating process.

Higgins was impressed, it was evident, but the inhibitions resulting from the daily necessity of turning away over-zealous salesmen made him cautious.

"I have a fair stock of cutlery," he protested, "and I don't like to mix my lines."

"But surely you don't want to pass up the opportunity of getting the agency for this wonderful brand of cutlery," the salesman urged. "Look at these proofs of the advertising we're starting; it will bring in customers you've never had before. And consider the high quality of the goods, which is certain to bring you repeat business."

"We don't sell much cutlery in summer," responded Higgins. "I really wouldn't be justified in placing an order now, considering the fair stock I have on hand."

The salesman reached for his order-book. "Mr. Higgins, just let me put you down for a small order of our most popular brand of pocket-knife. That will hold the agency for you and I won't have to visit the man across the street. Then you'll be able to try 'em out and I know I'll get a real order from you the next time I come around."

The merchant breathed more freely at this easy solution to what had threatened to be a per-

plexing problem. "I'll try a dozen," he agreed.

The salesman wrote up the order and then rushed out to catch a bus for the next town. At the end of the week, no doubt, he reported to his sales manager that he had succeeded in selling eighteen of the twenty-five merchants on whom he had called—small orders, of course, but they would prove the entering wedge which certainly would give Consolidated the lion's share of the cutlery business in his territory.

### A GOOD DUST-COLLECTOR

And, meantime, what of Higgins and his new line of cutlery? When the little parcels-post shipment arrived, the carton containing the dozen knives was shoved, unopened, in the lower part of the cutlery showcase. There wasn't enough stock to be worth advertising, or to make a window display. Since the salesman's visit, a multitude of things had happened to drive from the merchant's mind all thought of the attractive features of Consolidated cutlery, with the result that little or nothing was done to bring the new line to the clerks' attention. And so he continued to bring forth the brand with which he was familiar, when there were inquiries for pocket-knives.

The expected demand from national advertising failed to develop, perhaps because there was no local tie-up in the way of advertising or window displays by the Higgins store. And with Higgins apparently unable to sell the line, it was fairly certain that no other local merchant would tackle it. Consolidated cutlery was a dead issue so far as that town was concerned.

The picture is not overdrawn; it is a fair representation of a brand of weak-kneed salesman-

ship which is encountered frequently and which certainly must be a very important factor in our much discussed high cost of distribution. For the manufacturer, "sample" orders, half sold, usually mean slow sales and increased selling expense; while for the retailer they mean duplicated stocks and slow turnover of the investment.

Are small sales worse than none at all? The question is worthy of the careful consideration of sales managers. The answer may perhaps be determined by an analysis of the product which is being sold and the territory which is being served.

Staple goods, for which there is a fairly steady consumer demand regardless of the sales efforts of the retailer, doubtless may be sold in small quantities without disadvantage other than the higher selling expense attached to the small order. And certainly there can be no serious objection to taking small orders for even the specialties, from merchants who have been pushing the sale of the goods aggressively.

It may well be questioned, however, whether the salesman handling other than the most staple lines, and selling in a territory where his goods are not in wide use, is doing a service either to his house or to his customers by taking orders smaller than would give a merchant a representative stock.

Some personal experiences may serve to demonstrate the truth of this statement.

Several years ago, in starting in a hardware business of my own, I had occasion to take over the unfamiliar task of buying for a retail store. A representative of a cream separator factory was one of the first salesmen to call on me. We were not located in what might be termed a dairy section, and the store had never handled cream separators; but the salesman was able to prove his case by pointing to the successful records of two or three dealers in neighboring towns, in selling his line.

However, youthful enthusiasm

for what might be accomplished by aggressive merchandising was tempered by the admonitions of other business men not to let any salesman load me up on his line, so I decided to buy only one machine. The salesman seemed to be entirely content with the order.

#### ANOTHER MISTAKE IN BUYING JUDGMENT

When the separator arrived it was set up and placed on display in the store, along with the stoves and ranges, the washing machines, the grindstones and wheelbarrows and the thousands of other items which claim the attention of every hardware merchant. Little inquiry was forthcoming from our customers, with reference to the machine. We soon came to look upon it as just another example of mistaken judgment in buying.

It was, perhaps, nearly a year later that another salesman arrived, representing the same manufacturer. Not discouraged by the absence of a cordial reception, he set about finding out why we were not selling cream separators. He outlined the "missionary work" necessary to get the line well established in the community and then offered to help us sell our "sample" machine. To make the story brief, we loaded the machine on a truck and took it to the home of a farmer who had shown some slight interest in it, where the salesman gave a demonstration of the separator with the evening's milking. We returned to the store without the machine.

The salesman then prevailed on us to order not merely one more cream separator, but five. There was a quantity discount involved, but he based his argument on the necessity of having a proper assortment of sizes, and also enough stock to make it worth while to advertise and display this line and put real selling efforts behind it.

When those five cream separators arrived, they stood out like the proverbial "sore thumb" in our wareroom, taking up space needed for storage of other goods and representing an investment which



## Two Points of Consideration

THE STAR practically covers the National Capital—every day in the year—as no other paper begins to do.

And there's economy in concentrating your advertising in the Star.

Our Statistical Department  
will be glad to serve you

# The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

*Write us direct or through our*

New York Office

Dan A. Carroll

110 East 42d Street

Paris Office

5 Rue Lamartine

Chicago Office

J. E. Lutz

Tower Building

we could not afford to have tied up in idle stock. We soon had the machines out of their boxes and set up on the sales floor and then started to devise ways and means of getting rid of them.

With the determination to get back our investment in cream separators at the earliest possible date, we learned all the talking points of the machines and started mentioning separators to every farmer who came into the store. Advertising and window displays had been laying the groundwork and we soon had a good list of prospects to whom we gave demonstrations.

Within a period of about three months we found it necessary to order another stock of cream separators, to take care of some good prospects—and we ordered five machines. Thereafter we sold an average of about twenty separators a year—a very good record for a store not located in a dairy section—and cream separators had become one of our hobbies.

This instance is referred to merely because it serves to demonstrate the fact that a merchant can scarcely get seriously interested in a line of merchandise, or really enthusiastic about it, until he has a representative stock and learns that it can be sold. This, however, is no brief for the salesman who would load up a merchant with a new line and then forget about him; for he, like the man who is content to sell "sample" orders to merchants who would profit by purchasing representative stocks, is thinking only of his own immediate interests and is not giving serious consideration to the merchandising problems of either his house or his customer.

In the store of an unusually successful hardware merchant recently, I noticed that three different makes of cook stoves, heating stoves and ranges were carried in stock; and yet, every one of the three manufacturers represented is in a position to furnish a sufficiently complete assortment of the various grades and sizes of stoves and ranges to meet the requirements of the average store.

In response to my inquiry the manager of the store admitted that it really wasn't necessary to carry three different lines and that, by concentrating on one line, he could no doubt buy in carload lots, save something in freight bills, and make his stove and range publicity more effective. He explained, however, that he had been selling the three lines for several years and that it had become a matter of habit to divide up his business with the three salesmen who had been calling on him regularly.

Each one of these three salesmen, in being content to accept comparatively small orders, had been passing up an attractive opportunity of obtaining a really profitable stove and range business in that town.

#### THE RETAILERS' PROBLEMS WERE NOT ANALYZED

Perhaps the real reason for this duplication of lines and scattering of sales efforts was the failure on the part of each of these salesmen to analyze this retailer's merchandising problems; for had one of them made such an analysis, in a serious endeavor to assist this store to build up a better and more profitable business, he might easily have persuaded this merchant to concentrate on one line.

Nor is this a mere isolated instance. Anyone who has made a study of merchandising practices is aware of the fact that unnecessary duplication of lines seems more or less common in most retail stores. The merchant who stocks three or four brands of refrigerators, electric irons or automobile bumpers will not, as a rule, put the proper amount of advertising and sales efforts behind any one of these lines. The result is small sales for the manufacturer and slow turnover for the retailer. The remedy is for aggressive salesmen to point out the better profits that will accrue to the merchant who concentrates on the smallest possible number of lines, puts in representative stocks, and uses vigorous sales promotion methods.



It's rather fun to have people writing to us from the four corners of the world about our work, as they do, to get what they feel is a little inspiration and stimulation for their own work. Perhaps something we have done for you, or one of your competitors, got their attention, and interest. Or possibly these advertisements.



**J. M. BUNDSCHO**  
**Advertising Typographer**

58 EAST WASHINGTON  
CHICAGO

HERE TYPE CAN SERVE YOU



## 24,324 women ordered these patterns from two insertions

No. 1804—Ladies' Dress—was run in the Daily News June 28 and repeated in the Sunday News of July 1. Total orders received amounted to 13,645—new high record for The News.

No. 1789—Ladies' Dress—first published on June 27 and later repeated on Sunday, July 1, brought 10,679 orders.

Each order was accompanied by ten cents in stamps or coin. Figures from Peerless Fashion Service, the firm which supplies the patterns.



# More proof that — this morning paper has women readers & home circulation

AGAIN The News' Pattern feature gives evidence of the large home circulation of The News.

During July, 1923, 63,239 orders for News patterns were received. No other paper in the United States has such a large response to this or any similar pattern feature.

Check of the orders showed that 37,136 came from married women — evidence of an immense home market.

The 26,103 orders which did not come from married women indicate another important market — the business woman.

The News reaches both of these markets most effectively and most economically. It has more women readers and more home circulation than any other New York paper. If this information interests you, write for detailed data sheets.

The Sweeney series has been issued in folder form. Write for the full set,

**THE  NEWS**  
*New York's Picture Newspaper*

25 Park Place, New York  
Tribune Bldg. . Chicago

In the smaller cities and towns, especially where the personal element is so large a factor in the sales, it is not usually necessary to carry duplicate lines of standard merchandise, for the recommendation of the merchant or his salesmen will in most cases suffice to sell any good line carried in stock. And it is especially in the smaller stores, where the various lines are not departmentized and the sales people are expected to be conversant with the entire stock, that the importance of limiting the number of lines carried is most pronounced.

I was interested, recently, in a published statement to the effect that a certain automotive equipment jobber had found, from an analysis of his jobber accounts, that 40 per cent of them could be cut off and his business would be affected only 7 per cent. He at once started a process of elimination, in the belief that his best interests would be served by cutting off the list those jobbers who were not giving him proper representation.

It would seem that a similar process of elimination of retail outlets might be applied, with profit, by many manufacturers. In this connection I would call attention particularly to the situation existing in the farm implement trade, where, due to the ostensible necessity of making repair stocks easily accessible to farmers (but perhaps more largely the result of over-zealous competition among manufacturers and their salesmen) there has been a tendency on the part of some manufacturers to establish agencies in every town large enough to support a handful of stores.

Are the small orders obtained from many of these retail outlets really profitable to the manufacturers? It may well be questioned, particularly in view of the fact that from the dealer whose implement sales volume is small there is nearly always a disproportionate call for sale assistance and for expert help in setting up and giving service on the machines sold, while it is seldom that such

a dealer carries an adequate stock of repair parts. And as for the more aggressive dealer, who maintains good stocks and gives adequate attention to sales and service, such intensive competition and limitation of sales territory merely makes it difficult to maintain proper selling prices and discourages him from keeping up his advertising and sales promotion work.

There is no reputable manufacturer who would permit his products to be represented by just any salesman who happened to apply for the job. Should there not be something of the same discrimination applied to representation in the retail trade?

Are small orders worse than none at all? This question is more important than it might seem at first thought, for it has a very large bearing on distribution costs and distribution problems. And it would seem that the question might be answered in the affirmative where small orders mean that inadequate attention will be given to sales promotion work and service by the retailer.

### "Power Farming" Moves to Detroit

*Power Farming*, St. Joseph, Mich., has been purchased by George M. Slocum, publisher of the *Michigan Business Farmer*, Detroit, and beginning with its September issue will be published at the latter city. Raymond Olney continues as editor, and W. J. Boyce as advertising manager.

### Canadian Campaign for Yorkshire Relish

Goodall, Backhouse & Company, Leeds, England, manufacturers of Yorkshire Relish, are using metropolitan newspapers and business papers to advertise their product in Canada. The account has been placed with Smith, Denne & Moore, Limited, Toronto advertising agency.

### New Campaign on Monomobile Oil

The Monomobile Oil Company, San Francisco refiner of motor oils, has placed its advertising with the Le Vene-Friesley Company, San Francisco. A general campaign in Pacific Coast newspapers and farm journals will be started immediately.

23, 1923

te stock  
for the  
o main-  
es ade-  
nd ser-  
petition  
territory  
o main-  
nd dis-  
up his  
omotion

anufac-  
s prod-  
ust any  
o apply  
not be  
rimina-  
tion in

e than  
tion is  
might  
has a  
tribution  
blems.  
e ques-  
the af-  
s mean  
will be  
work

s to

Mick,  
ge M.  
n Busi-  
ginning  
e pub-  
Olney  
Boyce

or

mpany,  
s of  
opolitan  
to ad-  
c. The  
Smith,  
to ad-

obile

San  
has  
Vene-  
A  
news-  
started



New York

Cleveland

Chicago

# Mac MANUS

Incorporated  
Detroit



It is not strange that those who previously drove cars of less than Packard price now make up a large percentage of the Single-Six ownership.

The reason is so plain and simple, it is as appealing to good business sense, that such and show Single-Six owners are men and women whose earlier experience has been with lower grade cars.

Out of their experience, and now out of their Packard experience, they are learning that Packard value is a most stable value.

They are finding that the Single-Six is actually more economical to own and to maintain.

They are expecting to accept the less shown involved in frequent change, by driving their present Single-Six cars first years and more, because they know that thousands of Packards are still going after fifteen years of daily use.

Then, at a national exhibition of their countrymen, they enjoy the prestige of Packard ownership and the luxury of Packard performance.

Single Six Touring Car, Five-Door, Sixty, or Sixty

Available in both power and open top and motor

Identified in a most impressive manner with such notable and outstanding advertising successes as: Hupmobile, Packard, The good Maxwell, Chalmers, Peerless, Fisher Bodies, Champion Spark Plugs, Sewell Cushion Wheels, Wayne Tanks and Pumps, Garland Stoves & Furnaces, Ypsilanti Reed Furniture, United States Radiators, Kelvinator Electric Refrigerators, Radiantfire, Wayne Water Softeners, Honeywell Heat Regulators, Conklin Pens and Pencils, Whitman & Barnes Twist Drills and Reamers, James Valves, Jeffery-Dewitt Insulators and others.

**LARGEST SALE IN THE WORLD**

# WRIGLEY'S

THE FLAVOR LASTS AFTER EVERY MEAL

**WRIGLEY'S CHEWING GUMS** have been used in  
for more than seventeen consecutive years

The first advertising campaign for Spear Advertising Company and was displayed in the Street Car  
faced the competition of many established gum companies. De  
*only Street Car advertising was used*, the sale remained

From month to month, the Street Car advertising was  
had contracted for every Street Car in the United States and  
of all chewing gums before he added any other brand of gum

The Wm. Wrigley Jr. Company have long attracted

## STREET RAILWAY ADVERTISING

Central Office  
Borland Bldg., Chicago

Home Office  
Candler Bldg., N. Y.

**You'll Like The New One!**

# WRIGLEY'S

Peppermint Flavored  
Sugar Coated — P-K  
*After Every Meal*



D  
S  
Y

You'll Like

# WRIGLEY'S

## P-K<sup>S</sup>



10 for 5¢

A Rich  
Peppermint Flavor  
Sugar Coated Gum

been used in the Street Cars of the United States  
ve year

Spearmint gum was prepared by the Street Railways  
d in the Street Cars of a limited amount of territory. It  
ished. Despite that handicap and the fact that  
ne sale is remarkable.

r advertising was increased. Within a year, Mr. Wrigley  
he United States and "Spearmint" was the biggest seller  
y other means of advertising.

ing to attract for Street Car advertising everywhere.

WA ADVERTISING CO.

Home  
dler Bldg.,  
Western Office  
Monadnock Bldg., San Francisco

S

**FORE! 4 MOST BRANDS**

# WRIGLEY'S

After Every Meal

---

---

# KILL

*"To strike out or eliminate copy  
or composed type."*

—DICTIONARY OF PRINTING.

Poor printing can kill the best effort of copy man, artist and engraver. Therefore, when you go to the trouble of preparing material for printing, and when you are prepared to invest money in the job, be sure for your own sake that the printer you select is one on whom you can depend for expert workmanship and intelligent co-operation. Don't take a chance of killing the job. You can rely upon Goldmann. 47 years of knowing how count for a great deal.

## ISAAC GOLDMANN COMPANY

EIGHTY LAFAYETTE STREET NEW YORK CITY

*Printers Since Eighteen Seventy Six*

TELEPHONE FRANKLIN 4520





P

By

T

but  
pro  
ter  
var  
ple  
nee  
wo  
but  
act  
the  
but  
is  
tim  
tha

A  
and  
pai  
wo  
by  
are  
nat  
the  
and  
and  
dec  
tion  
tho  
hor  
con  
nes  
pai  
som  
of  
two

T  
men  
live  
etc.  
men  
ing  
tra  
pai  
bui  
be  
and  
dull

# Paint Industry Looks to Advertising to Correct Unsatisfactory Labor Situation

By Eliminating Seasons, Plans to Provide Year-Round Work and Thus Secure Skilled Artisans

By H. W. Rubins

President, International Association of Master House Painters and Decorators

THE painting trade is generally considered as a part of the building trades. This is a very proper assumption, but, as a matter of fact, while painting and varnishing comes into the completion of the building and is a necessary part of that work, the work of the painter on a new building is a small part of his activity. He is engaged most of the time in the renovation of old buildings. I suppose a building is painted and decorated twenty times, and frequently more than that.

As part of the building trades, and because of other reasons, painting is accepted as seasonal work by the master painter, and by the public as well. We all are creatures of habit, and it is a natural thing for us to consider the cleaning up of our homes and our buildings in the spring, and again to consider painting and decorating as part of the preparation for the winter months. These thoughts connected with our homes, lead to similar thoughts in connection with our places of business. The result is that the master painter is obliged to secure, in some way or other, a large crew of men to do the work in these two rush periods of the year.

This necessitates a large investment in equipment required, delivery service, accounting service, etc., as well as the searching for men able or willing to work during these rush seasons in this trade. As a matter of fact, much painting work in factories, office buildings, public buildings, could be done at other times of the year and thus spread the work over the dull season.

Now painting is a handcraft to a very large extent. The machine has not yet been a very great influence upon it, and a great deal of skill is required of the mechanic who really can properly call himself a painter. Some of the skilled men are almost sure of steady work, because there is enough work spread over the year to take care of him, but the occasional man is differently situated. He comes in for these two short periods, not long enough to really make him a skilled mechanic, nor long enough to make him want to become one, and his interest in this particular job is entirely in the payroll.

## AN UNCERTAIN, PART-TIME CALLING

From his job as a painter, he drifts to something else, and that job must necessarily be for only part of the year, and he is not interested in that. No statistics have been prepared as to the length of time the occasional man is employed as a painter; in some firms, the steadily employed men do not number more than 20 per cent of the crew, while a very large proportion do not work over 15 per cent of the year for any one shop. In the case of the boy, whom we think should learn the trade, he of course, has the stimulation that comes from thinking that he may possibly be the person to get this steady job if he becomes a skilled man, but there is a long period of uncertainty about it, and, therefore, it is hard to interest him in painting as a trade.

My personal attention was first called to this situation two years ago, when a fellow master painter, in the month of May, was having

# *More than Half Million Subscribers*



*"Uncle Bob:"  
Introduces  
Mr. Harlow P. Roberts  
Advertising Manager  
The Pepsodent Co.,  
Chicago, Ill.*

*Quality Folks  
Series No. 6*

*Southern  
South's Foremost  
Atla*

*J. C. Billingslea  
Chicago*

*A. R. Billingslea  
New York*

*Guaranteed January First 1924*

# THE Pepsodent CO

BRANCHES  
TOLSON  
CHICAGO  
NEW YORK  
PHILADELPHIA

GENERAL OFFICE LABORATORIES



1104 SOUTH WABASH AVENUE

CHICAGO

SOLE AGENTS  
PEPSODENT  
TOILET  
PASTE  
NEW YORK  
CHICAGO  
PHILADELPHIA

Southern Ruralist,  
Atlanta, Ga.,

Gentlemen:

Southern Ruralist has been on the Pepsodent list for some time as we feel that its large circulation in the Southern States enables us to cover this territory thoroughly and effectively.

Our returns have been satisfactory and have compared very favorably with those from other farm papers.

With best wishes for your continued success, we are

Yours very truly,

THE PEPSODENT COMPANY,

HPRoberts-F

**Ruralist**  
Farm Paper

nta

A. D. McKinney  
St. Louis

R. R. Ring  
Minneapolis

*Quality dental preparations are appreciated in the farm homes as well as in the city. That is why The Pepsodent Company has found Southern Ruralist a valuable advertising medium.*

trouble getting a crew of fifty painters to paint a factory in his city. It struck me at once that his competition in the labor market was disturbing the rest of us, as employers, and keeping men away from work almost essential at that particular time of year. In addition he was diverting this labor to a job that no doubt could have been done at another time of the year, stabilizing the labor market and the trade in general, instead of demoralizing it.

I discussed this bad distribution with men in the trade, and it seemed as though something might be done about it. The mechanic is the man most directly suffering from this instability, but the public suffers, too, from the work of this occasional painter and from the seasonal business itself, and it seemed to me the leadership in correcting this was the duty of the master painter. Some experiments were made through personal correspondence and it looked as though people could be shown the advantage of co-operating in this program, and that real results must come from a united effort, for individual efforts were too scattered; and that if all men in the trade could be induced to work together, the idea could be spread more widely.

The thought is not a new one, but the program is interesting because it is being worked on at this time. As a result of discussion, the Minneapolis and St. Paul Associations last winter started campaigns. In Minneapolis we worked through the civic and commerce associations and endeavored to reach those interested in factory buildings, stores, office buildings, etc., by direct appeal, as well as by scattered advertising in the newspapers. Individual firms at the same time approached their clients through the mails or by direct personal effort. In St. Paul full-page newspaper advertisements were used, each one directed toward a particular group, and at the same time letters were sent through the mails. The program was rather hurriedly worked out, but satisfactory results were

shown and the employers want to continue to develop the effort on a five-year basis. Through our International Association of Master Painters it is hoped to extend the effort.

We are told that cities are only one-fourth painted, while on the farms, not one-tenth the proper amount of work is done to preserve buildings and equipment. What a field this presents in providing steady work for the journeyman and opportunities for the boy!

We are told daily that building projects are given up because of the high cost of labor and material, and yet part of this need of building is due to the fact that those now existing are allowed to decay and deteriorate from lack of proper attention. Every repair due to neglect is in the nature of a calamity and the public must be taught this.

The problems of the mechanic and of seasonal employment and of the need of painting and varnishing, are really all one problem.

#### THE MASTER PAINTER UNDERSTANDS AND IS INTERESTED

The master painter is beginning to make a real effort to meet his end of it and will increasingly appreciate this opportunity to stabilize a great trade by distributing the work over the year. Advertising campaigns such as the "Save-the-Surface Campaign" are becoming linked closer to the efforts of the master painter, and the results will be distinctly effective in the interest of the journeyman.

It is the effect upon the journeymen that this article is particularly intended to bring out and it requires very little thought on the part of an individual to see that this spreading of the job over the year means an increased number of permanent employees, and the increase will come from those now employed in the trade, but who are now floating and uninterested mechanics. This occasional man, who by the increase of business becomes interested in the trade itself, can be shown fur-



want to  
port on a  
our In-  
Master  
end the

re only  
on the  
proper  
to pre-  
pment.  
nts in  
or the  
ies for

ilding  
use of  
d ma-  
need  
ct that  
ved to  
a lack  
repair  
ere of  
ust be

chanic  
and  
var-  
blem.

CANDS

aning  
t his  
ingly  
to  
dis-  
year.  
the  
are  
the  
and  
ctly  
the

ney-  
arly  
re-  
the  
that  
the  
ber  
the  
ow  
who  
ted  
an,  
usi-  
the  
ur-

ther advantages that will come to him with a full knowledge of the intricacies of mixing and applying paint, in varnishing; also in meeting the many and variable surface conditions that must be met to produce a good job. He is benefited in many ways.

The stabilizing of the trade means that it will be easier to interest the boy. Here is a splendid opportunity. The stabilizing of the trade means lower painting costs, more continually used equipment, steadier work in the office, steadier use of trucks, etc., lower overhead, and, therefore, lower building costs. It means better looking cities, better looking farms. It means more respect for buildings and more permanence in our ideas of construction, and it means, more than all, permanently employed workmen—men who may become citizens of the community, home owners, because their work is in one community; and, therefore, we may look upon the painter as a better citizen than he could possibly be under the situation as it has existed.

### S. L. Slover Buys Interest in Richmond Papers

Samuel L. Slover, owner and publisher of the Norfolk, Va., *Ledger-Dispatch*, has purchased the interests of Messrs. Winston in the *Times-Dispatch* Publishing Company, Inc., Richmond, Va., publisher of the *Evening Dispatch* and the *Times-Dispatch*, mornings. Charles Phillips Hasbrook holds the remaining interest and will continue as publisher and general manager.

### Annual Meeting of National Publishers' Association

The National Publishers' Association, Inc., of New York, will hold its fourth annual meeting at Briarcliff Lodge, Briarcliff Manor, N. Y., September 18 and 19. The program for this two-day session will include a golf tournament.

At this meeting the association will hold an election of officers and directors for the ensuing year.

### Pure Oil Company Appoints Lord & Thomas

The Pure Oil Company, Columbus, O., producer, refiner and distributor of petroleum products, including Tiolene lubricating oil and Puroil gasoline, has placed its advertising account with Lord & Thomas.

### National Campaign for Cinderella Dishwasher

The Cinderella Dishwasher Company, Cleveland, O., plans a national campaign on the Cinderella electric dishwasher, starting in women's magazines in September. The advertising will be directed by the Cleveland office of The H. K. McCann Company.

The device secures agitation of the water by an air suction method rather than a pump or paddle. H. M. Shirey, president, informs *PRINTERS' INK*, and has been marketed locally for more than a year with an increase in the last six months of dealer representatives in practically all parts of the country, aided by dealer helps and some local newspaper advertising.

### "Printers' Ink" Service Helps Radio Advertiser

RADIO CORPORATION OF AMERICA  
NEW YORK

AUGUST 17, 1923.

Editor of *PRINTERS' INK*:

Thank you very much for your complete list of references on exclusive agencies. Its detail and promptness is greatly appreciated and I am sure we will find it extremely valuable in the work we are now conducting.

RADIO CORPORATION OF AMERICA.  
C. M. SCHAEFER.

### Chicago Trust Company Appoints Frank Agency

The Chicago Trust Company has appointed the Chicago office of Albert Frank & Company, advertising agency, to direct its advertising. The Chicago Trust Company, which is absorbing the Century Trust & Savings Bank of Chicago, plans a campaign in newspapers and financial magazines for this fall.

### Samuel Snellenburg Dead

Samuel Snellenburg, one of the founders of N. Snellenburg & Company, Philadelphia department store, died at Atlantic City on August 17 at the age of seventy-six. In 1872, Mr. Snellenburg, with his brothers, Nathan and J. J., and Simon L. Bloch, founded the business. Of these, Nathan Snellenburg is the only survivor.

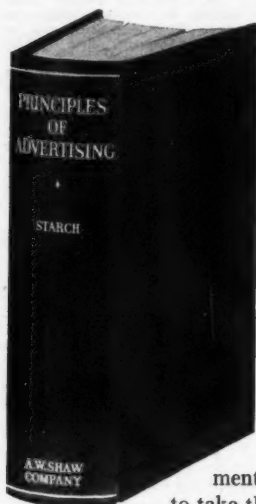
### C. A. Morrow Advanced by Youngstown Pressed Steel Co.

Charles A. Morrow, who has been manager of stamping sales of the Youngstown Pressed Steel Company, Warren, O., is now general sales manager.

### Starts New Typographic Business at New York

Paul J. Wienes, formerly with Phillips & Wienes, Inc., has established the Wienes Typographic Service at New York.

## SHAW BUSINESS BOOKS



## Just Published— "Principles of Advertising"

By DANIEL STARCH, Ph.D.

Graduate School of  
Business Administration,  
Harvard University

**M**ANY books have been written on advertising, but here, at last, is truly a monumental work! 1008 pages that will do much to take the guess-work out of advertising. So far as practically possible at the present time, Daniel Starch, a long-recognized authority on advertising, has developed in this book scientific methods for dealing with the actual problems of advertising. For example, he fully describes tried and proved methods of determining the probable effectiveness of a series of proposed advertisements before they are used. Actual returns from testing advertisements under this plan in a variety of lines are given in detail by the author. Step by step, he explains just how you can proceed to build up the most effective results.

### A Valuable Manual of Scientific Methods

**N**OTHING quite like this book has ever been written before. It is replete with actual experiences of hundreds of advertisers. It shows *why* some campaigns have failed and *why* others have succeeded. It takes the individual advertisement and tells you what you ought to know about the headline, the illustration, layout and typography, copy, color and size. It discusses at length national advertising, retail advertising, foreign advertising and financial advertising. Essentially the book is an "encyclopedia." It contains answers to literally

hundreds of puzzling questions. It tells exactly how to determine to whom the commodity may be sold, what are the various possible appeals, what is the relative value of these appeals, how to develop advertising that wins attention, arouses interest, creates conviction, prompts action, and is remembered. It explains how to judge and select mediums, newspapers, magazines, street-car cards, billboards, motion-picture films, and so on. It describes when to use sales letters. It tells how to determine how much money to spend for advertising and answers many other problems that bob up to bother even the most experienced advertising men.

# SHAW BUSINESS BOOKS

## a Monumental Work

### TABLE OF CONTENTS

Chapter	Chapter
<b>Part I—Introductory</b>	<b>16—Sex and Class Differences</b>
1—The Problems and Scope of Advertising	<b>Part IV—The Presentation of the Appeals</b>
2—The History and Development of Advertising	17—Analysis of Problems
3—The Place of Advertising in Business	18—Suggestive Advertising
4—The Place of Advertising in Business— (Continued)	19—Argumentative Advertising
<b>Part II—The Human Aspect of the Market</b>	20—Truth in Advertising
5—Analysis of the Problem	21—Headlines
6—Methods of Investigation; Population Facts and General Statistical Data	22—Illustrations
7—Methods of Investigation; The Questionnaire	23—The Size of Advertisements
8—Sample Investigation of a Nationally Distributed Product: Raisins	24—Color
9—Sample Investigation for a Retail Store: The Boys' Clothing Department	25—Layout and Typography
10—Sample Investigation among Dealers and Consumers: Paint	26—Trade Marks
<b>Part III—The Appeals</b>	27—Packages, Cartons and Labels
11—Analysis and Selection of Appeals	<b>Part V—Mediums</b>
12—Determining the Value of Appeals: Analysis of Human Nature	28—General Considerations
13—Determining the Value of Appeals: Laboratory-Field Tests	29—Magazines
14—The Validity of Laboratory-Field Tests	30—Newspapers
15—Sample Results of a Complete Series of Advertisement Tests	31—Direct Mail Material
	32—Street-Car Cards
	33—Posters and Miscellaneous Mediums
	<b>Part VI—Special Fields of Advertising</b>
	34—National Advertising
	35—Retail Advertising
	36—Foreign Advertising
	37—Financial Advertising

### Sent on approval

SO confident are the publishers that every business man will find this book of more than ordinary interest and value they are willing to send the book on approval without the deposit of a penny. Simply fill in and mail the coupon below. Look the book

over for ten days. If for any reason you are not entirely satisfied, return the book at our expense. Otherwise send us \$5, payment in full. You decide after examination if you want to buy. Could an offer be fairer? Please mail the coupon today—now.

### -----No money now—mail coupon-----

A. W. SHAW COMPANY, Cass, Huron and Erie Sts., Chicago

Please mail me for ten days' free examination a copy of Daniel Starch's "Principles of Advertising." If entirely satisfied, I'll send you \$5, payment in full. Otherwise I'll return the book. P#

NAME.....FIRM.....

STREET & NO. ....POSITION.....

CITY & STATE.....BUSINESS.....

(Canada \$5.00, duty prepaid, same terms. U. S. Territories and Colonies 15, cash with order; all other countries: \$5.50 cash with order.)

## Plans for Knit Underwear Fall Advertising

THE Associated Knit Underwear Manufacturers of America has outlined to the retail trade its consumer advertising plans for the fall. This is part of the association's co-operative campaign plans which were mentioned by L. U. Lynt, president, in *PRINTERS' INK* of January 25. Dealers have been informed that in the fall copy extolling the merits of knit underwear will appear in nine national magazines and twenty-six farm periodicals. In addition a series of advertisements will be run in five publications for the special purpose of educating doctors, nurses and school teachers on the advantages of knit underwear, its various weights, styles and textile manufacture.

The week of October 8 to 13 has been designated as a special display week. Dealers have been told that special display material will be at their disposal for the asking. During this week copy will appear in a list of sixty-seven newspapers to support this special drive. Each mill that is a contributor to the knit underwear advertising fund will make use of the association's industry mark, "Wear Knit Underwear." Between these dates there will be announced in business-paper copy a list of the mills which are furnishing the funds to develop the sales service of knit underwear throughout the country.

The consumer campaign will introduce a trade-character which has been given the name of "Bozo." In a trade-paper advertisement he is shown standing in his summer underwear, arms folded, and a straw hat upon his head. About him are drawn a number of irregular little lines which convey the impression that Bozo also is standing in the middle of winter. The text below introduces him to the trade as follows: "This is Bozo—he wears

the same hat and underwear the year round—his actions speak louder than words. Bozo will be working for you in 30,000 stores this fall."

## "El Automovil Americano" Appoints Western Representative

Norman B. Lavers has been appointed Western representative of *El Automovil Americano*, New York. He will make his headquarters at Chicago. Mr. Lavers for several years represented the *American Exporter* in Indiana. More recently he has been representing D. O. Haynes & Company, New York, publishers of *Pharmaceutical Era* and *Soda Fountain*, in Ohio and Indiana.

## Consolidated Farm Papers to Separate

The *Iowa* and *Corn Belt Farmer*, semi-monthly, Des Moines, Ia., will separate into the units consolidated February 1, 1921, by changing its name to the *Corn Belt Farmer* with its November issue, and resuming the publication of the *Iowa Farmer* in October.

Paul B. Talbot continues as publisher of both papers which will be published monthly, about fifteen days apart.

## Studebaker Has New Sales Record

The Studebaker Corporation, South Bend, Ind., reports sales of 81,880 cars in the first half of 1923, an increase of 36 per cent over the corresponding period of last year when 60,053 cars were sold. Sales for the entire year of 1922, the largest in the company's history, totaled 110,269 cars.

## Four Papers Appoint Carpenter & Co.

The Conneaut, Ohio, *News-Herald*, Poplar Bluff, Mo., *Interstate American*, Bicknell, Ind., *News*, and the Attica, Ind., *Ledger-Tribune* have appointed Carpenter & Company, New York and Chicago, to represent them nationally.

## Changes Name to Hammel-Sutphen & Forker

Donald E. Forker, account executive with the Hammel-Sutphen Company, Los Angeles advertising agency has been made a member of that firm, which will hereafter be known as Hammel-Sutphen & Forker.

## C. J. Cutajar Heads Capital Advertising Company of N. Y.

Charles J. Cutajar was elected president, and Carleton C. Provost, secretary and treasurer of The Capital Advertising Company of New York, Inc., at a meeting of the board of directors of that agency.

**"Fold It on a Cleveland"**

## You Can Get Better Folds If---

You instruct your printer to fold all your printed literature on a Cleveland Folding Machine.

Booklets, broadsides, envelope stuffers, catalogues, circulars, folders and all the kinds of printed material that you use in your sales promotion work, will look much neater and better if they are folded on the Cleveland.

Your printer can save many hours on rush jobs when he uses a Cleveland because the Cleveland is one of the speediest folders that a printer can employ.

Furthermore, he can fold in one operation such unusual pieces as 12, 20 and 28-page booklets, as against the double operation under the old-fashioned system. This, too, saves a lot of time—and gives better results.

Then again, you will have an added advantage of being able to get **DISTINCTIVE** folds for your mailing pieces. These will help to get interest for your literature and thereby increase its pulling power.

Ask your printer for samples of Cleveland folds. You will find them very handy in layout work—and they will suggest good displays to you.

*The Cleveland will fold anything that any other folder can fold.*

***THE CLEVELAND FOLDING MACHINE CO.***

1929-1941 East 61st Street

CLEVELAND

OHIO

# Wheat Represents Minnesota's 1922

**W**HEN you think of Minnesota as a "wheat state"—as many people persist in doing—do you realize that eleven states—Kansas, North Dakota, Nebraska, Oklahoma, Illinois, Missouri, South Dakota, Montana, Ohio, Washington, and Indiana—each devoted more acres to wheat in 1922 than did Minnesota?



Every time the clock ticks cows produce nearly \$7.00 in new wealth for Minnesota dairy farmers. Wisconsin and New York are the only states with more dairy cows than Minnesota.

Cows produce many times more new wealth in Minnesota than does wheat. Dairy farmers receive steady cash incomes. They are not flush one year and "flat" the next.

Poultry thrives on dairy by-products. Minnesota milk-fed broilers bring top prices.



Poultry produce from \$500 to \$1,000 per year for thousands of Minnesota farmers.

Through co-operative organization, Minnesota poultry producers are standardizing and grading eggs, with gratifying results.



Many people persist in thinking of Minnesota as a "wheat state." As a matter of fact eleven states — Kansas, North Dakota, Nebraska, Oklahoma, Illinois, Missouri, South Dakota, Montana, Ohio, Washington, and Indiana — each devoted more land to wheat, in 1922 than did Minnesota.

New political leaders would make you believe that Minnesota farmers are dependent almost solely on wheat for their incomes. Last year these same men were crying about potatoes. And while they are talking, Minnesota's farmers, aided by bankers and business men, are developing dairy herds, poultry flocks, corn fields, herds of hogs, alfalfa, and all the other elements of diversified farming.

Grain farmers are up against a hard proposition because they have not balanced and distributed their operations. Nothing but adversity would force some of them to do these things. Fortunately, most of Minnesota's farmers had learned this lesson years ago.



Wheat farmers are having a rough time of it, but in the long run they will be better off, for they are changing their farming methods, building up dairy herds, poultry flocks, and otherwise developing their business on a sound, sane basis.



Many people think wheat is Minnesota's principal crop.



The wheat  
ing back,  
nesota far  
years de  
screago to

the m  
Farmer  
tributed  
Northw



But even  
are feel  
wheat is  
prices th  
and man  
dicting  
creases.

Wri  
copy o  
Fall o  
"Min  
tain t  
concia

# Less Than 6% of Farm Production



The wheat story keeps coming back, because Minnesota farmers for many years devoted a large acreage to wheat.

It takes years to impress people with the changes that have been going on in the Northwest. Many men in Minnesota are surprised to learn how small a part of their state's agricultural production is made up of wheat.

In order to remove all question about wheat from the minds of business men and others, *The Farmer* has prepared a poster which is being distributed and displayed prominently throughout the Northwest.



But even the wheat farmers are feeling better. Cash wheat is selling at higher prices than a year ago, and many people are predicting still further increase.

For more than 40 years *The Farmer* has been the recognized source of accurate, dependable, agricultural information for progressive farmers and business men. This responsibility has led us to prepare a thorough analysis of business conditions in the Northwest.



There is no longer any question about Minnesota's place in the corn belt. In 1922, our corn crop was worth \$75,000,000.00, or nearly three times as much as our wheat.



Write to *The Farmer* for a copy of "Minnesota Farm Facts and Figures"—a 124-page book chock-full of just the information you need in studying your markets.

Write to *The Farmer*, St. Paul, Minnesota, for copy of broadside on "Sales Forecast in Northwest, Fall of 1923," and also of our 124-page book, "Minnesota Farm Facts and Figures." These contain the information you want, accurately and concisely.



Webb Publishing Co.,

Saint Paul, Minnesota

*The Northwest's Only Weekly Farm Paper*

Western Representatives:

STANDARD FARM PAPERS, INC.  
Wallace C. Richardson, Mgr.  
1100 Transportation Bldg.  
Chicago



Eastern Representatives:

WALLACE C. RICHARDSON, INC.  
95 Madison Ave.  
New York City

# Co-operative Advertising of Lima Beans Helps to Keep Profit from Speculators

By Its Use of Advertising to Help Stabilize California Lima Bean, Growers' Association Sends to Growers Profits That Speculators Might Have Taken

THE seventh annual report, recently made by R. L. Churchill, manager, to the membership of the California Lima Bean Growers' Association, contains this significant paragraph:

"There is no question as to what advertising can do: the problem is, what can our Association wisely do in the way of advertising?"

And further statements strongly indicate that this Association has found the way to answer the question through its successful experience in securing very profitable returns from its advertising during the year, despite several adverse conditions, and with a comparatively small outlay.

Of the 1922 crop, the Association handled the largest tonnage in its history. The volume amounted to 1,150,000 bags of regular limas, and 155,000 bags of baby limas, the bags weighing one hundred pounds each. This was approximately 45 per cent of the total crop of regular, and 60 per cent of baby limas. The average prices secured were \$7.35 per cwt. for the large beans and \$7.65 for the baby limas.

The percentage spent in advertising was increased slightly. In 1921 the Association spent only three cents per bag in selling and advertising, and last year increased the amount to three and a half cents, which is slightly less than one-half of one per cent.

About 60 per cent of this appropriation was spent for one-third and quarter pages in several issues of three women's magazines, and for quarter pages in a number of wholesale and retail grocery trade papers. Approximately 40 per cent of the money was used for the salary and expenses of a representative employed to call on buyers and brokers in distribut-

ing markets. His work was intended not only to create sales, but also to establish a better understanding of the Association throughout the trade and to bring about a closer relationship between buyer and seller.

## EDUCATIONAL TYPE OF COPY USED

The advertising to both the consumer and the trade was mostly of an educational nature. And as an indication of its influence, Mr. Churchill states in his report that the average price received by the Association will exceed the average price received by outside growers.

"Through selling practically all our beans directly to the wholesale trade," he continues, "thus taking the shortest road to the consumer, our growers are receiving between 55 and 60 per cent of the consumer's dollar, whereas the producers of many farm and orchard products are receiving not more than 25 or 30 per cent of the consumer's dollar."

The advertising undoubtedly made lima beans an interesting item to the wholesaler and accelerated sales throughout the channels of distribution, although there were several adverse conditions during most of the selling season. There was also considerable price fluctuation, the prices on regular limas ranging between \$6.00 and \$8.95 per cwt., and on baby limas from \$6.00 to \$10.95 per cwt., and few of either variety were sold at the highest prices.

Last fall a fictitious market was created because a number of shippers had sold large quantities of lima beans short during the summer. With the near approach of the harvest, these short sellers made a determined effort to "bear" the market in order to purchase



## THE BILLION DOLLAR MARKET



### Railway Age, The Industry's Paper

Recently an advertiser told us

"Your pages have enabled us to land over \$50,000 worth of business this year."

Thousands of executives concur in

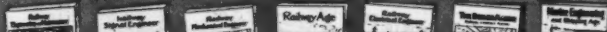
"This paper is in my judgment a most important factor in the successful operation of a railway. I examined it and I know the whole official family does likewise."

Thus the purpose of these pages is carried to fulfillment.

*Ask us to send a sample copy*

**SIMMONS-BOARDMAN PUB. CO**

30 Church Street  
New York, N. Y.



**SIMMONS-BOARDMAN PUBLICATIONS**

ALL A.B.C.

ALL A.B.C.

# Grocery and Drug Store Route No. 1 Section "A" North



## Grocery and Drug Store Route No. 2 Section "A" North

By The St. Louis Star's plan of routing, drug stores and grocery stores are indicated on same map in such a manner that either trade may be worked individually or both worked together with equal ease.

Mark known with white asterisk indicate location of Grocery Stores and black circles indicate location of Drug Stores. Names of Streets in bold type.

Names are so noted that addresses drop south along the distance or Drug Store location or at the same time.

Prepared by  
**THE ST. LOUIS STAR**

Prepared August 15, 1923.

## SECTION "A" NORTH INTER-CONNECTING ROUTES

The dotted area shows an area also indicated by asterisk and circles of all routes included in route "A" north of which the map printed within is a part. This chart especially shows the relation of each individual route to the other routes. Routes are on top of their individual sections of north and south.

By The St. Louis Star's plan of routing, drug stores and grocery stores are indicated on same map in such a manner that either trade may be worked individually or both worked together with equal ease.

## The locations of every Grocery and Drug Store in St. Louis are indicated on these route maps.

Quite a number of manufacturers' representatives and salesmen have remarked that The Star's system of routing grocery stores and drug stores is the most comprehensive and efficient one they have ever used in *any* city. Certainly it is a time saver and reduces the cost of securing distribution.

A copy of the latest revised sets, just off the press, may be secured by any manufacturer planning a campaign in St. Louis, through a request on business stationery, or by having the man in charge of local sales call at this office.

## THE ST. LOUIS STAR

National Advertising Representatives

**STORY, BROOKS & FINLEY**

New York	Chicago	Philadelphia	St. Louis
Los Angeles		San Francisco	

at prices which would show them a profit on their short sales. Then an unexpected shortage developed, and the short sellers became frightened, rushed out to cover their shorts and developed something of a bull panic in the bean market.

For many weeks this created a condition that was far from encouraging to the conservative merchandising methods of the Association; but the entire cost of handling the tonnage remained about the same as that of 1921. The Association's charges, paid for by its members, including storage, fire insurance, taxes, advertising and all cost of marketing will be in the neighborhood of 39 cents per cwt. This means that the total marketing cost, including advertising and the expenses of the special traveling representative, amounts to less than 4 per cent on f.o.b. returns, while general administration expenses, including the salaries of the manager and all office assistants, are only about three-fourths of one per cent.

As the advertising attracts more attention to lima beans and stimulates the demand, the Association finds that both retailers and consumers are becoming more critical of quality. Although the 1922 crop was superior to both the 1920 and 1921 crops, there were considerably more complaints.

Mr. Churchill takes this as a basis for urging the membership of the Association to strive for the raising of better and more uniform qualities. He also emphasizes the necessity of stabilizing the markets for better qualities by advertising and modern merchandising methods, and in reference to the Association's efforts during the last season, he states:

"By frustrating a concerted effort to force prices down to a figure entirely unwarranted by actual conditions, a vast sum was kept from the hands of speculators and placed in the pockets of all the lima and baby lima bean growers." And in speaking of the further results of the season's selling effort, he continues:

"We have booked orders for a

fractional part of the Association's estimated tonnage of the 1923 crop, principally at about \$7.30 for choice re-cleaned baby limas, and about \$6.90 for choice re-cleaned regular limas, f.o.b. cars."

This record of the year's work of the California Lima Bean Growers' Association should be encouraging to many similar associations which have not taken advantage of advertising. With comparatively a very small advertising expenditure, this Association has made an exceptionally creditable showing with a beneficial influence apparent at every step of its merchandising, despite unfavorable market conditions and the fact that the prices of lima beans are frequently depressed because of heavy imports of the product.

### John R. Buckley Joins the Beaver Products Company

John R. Buckley has resigned as vice-president and sales manager of the Cornell Wood Products Company, Chicago, to become assistant to the president of The Beaver Products Company, Inc., Buffalo, Beaver Board and Vulcanite roofings. He has been associated with the Cornell company in an executive capacity for the last four years.

### Dutch Cleanser Ties Up with Canning Season

The advertising of Old Dutch Cleanser is tying up with the season by stressing the necessity of "perfect cleanliness at canning time" and presenting Old Dutch Cleanser as the busy woman's best aid to achieve that end. The illustration used shows several Dutch girls, the firm trade character, chasing impurities from utensils and preserving jars.

### Auburn Automobile to Be Advertised in New Campaign

The Auburn Automobile Company, Auburn, Ind., is preparing to conduct a new sales and advertising campaign. The advertising and merchandising plans of the company have been placed under the direction of the United States Advertising Corporation, Toledo, O.

### J. C. Penney Sales Increase

The J. C. Penney Company, Inc., national department store organization, reports sales for July of \$3,887,672, against \$3,202,137 in the same month of last year. Sales for the first seven months of 1923 aggregate \$28,626,453, as compared with \$22,912,972 in the corresponding period of 1922.

3  
s  
3  
0  
s,  
n  
k  
n  
e  
n  
y

Aug.

EC



==

==

---

ECONOMIST "NINETY PER CENSUS"

---

**93%** of "our" stores (or about 32,600) carry silks—somebody's silks.

**S**ELL a name and a product to *this* market, keep that name and product exceptional in *this* market's mind—and the rest is almost automatic.

We've proved that to houses making silks, cottons, wool fabrics. We've proved it to one of the greatest finishing and dyeing concerns in the world.

Ask us for the facts. Your business is different of course, but the laws of distribution are immutable.

---

---

**THE ECONOMIST GROUP**

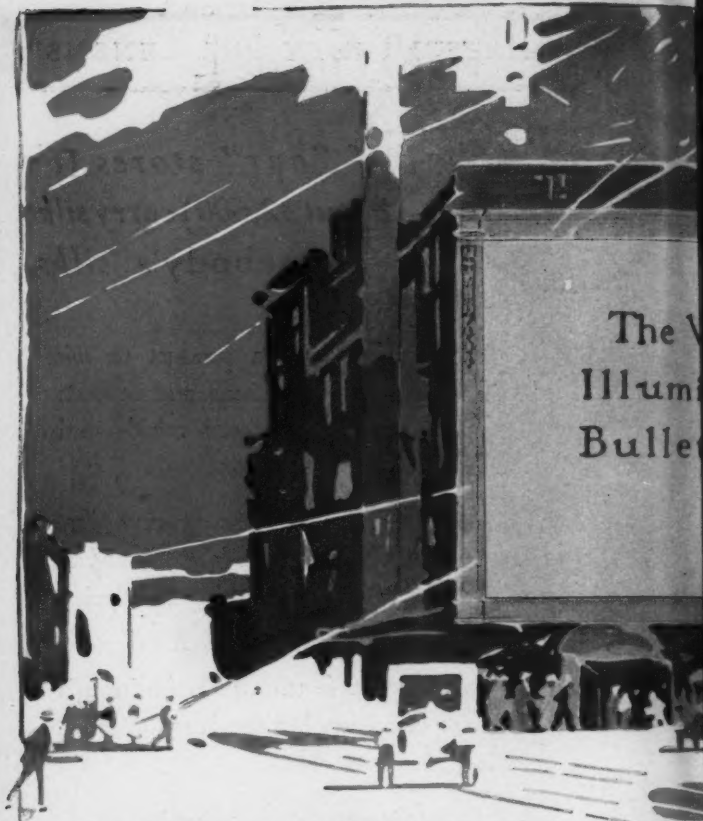
239 W. 39th St., New York

DRY GOODS ECONOMIST  
ATLANTIC COAST MERCHANT—DRYGOODSMAN  
DRYGOODS REPORTER—PACIFIC COAST MERCHANT

*Over 45,000 paid-for copies regularly reach the executives and buyers in 35,000 stores in 10,646 towns—stores doing 75% of the total business done in dry goods and allied lines.*

---

---



## En Route to Wall Street—

This location situated on the South side of Astor Place, between Lafayette St. and Fourth Ave., is passed daily by more than 200,000 people. A circulation in one area in a single day equal to the entire population of an average American city. This unique Display is another example of the manner in which this organization enables an advertiser to dominate Metropolitan New York.

**The O.J. Gude Co. N.Y.**

**550 WEST 57TH STREET**

*Outdoor Advertising Everywhere*

CHICAGO  
RICHMOND

CLEVELAND  
ATLANTA

CINCINNATI  
WILMINGTON  
LONDON, ENGLAND

ST. LOUIS  
MILWAUKEE

PITTSBURGH  
PHILADELPHIA

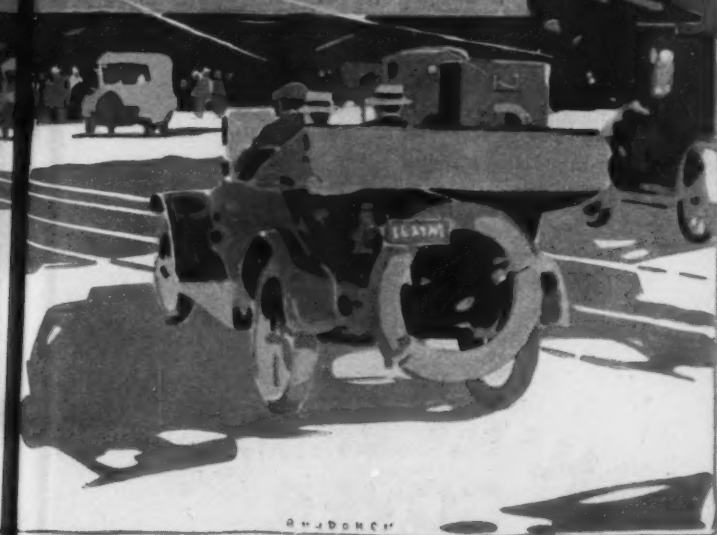
AKRON



World's Greatest De Luxe  
Painted Display

Developed by

The O.J. Guide Co. N.Y.



REID BOKER



## How do they do it?

Users of direct mailings will tell you that it is the character, quite as much as the quantity, of their direct-by-mail matter that keeps goods moving from their shelves.

Hammermill Cover offers a wide range of attractive, clear colors for your folders, broadsides, circulars or envelope stuffers. Its firm, uniform surface makes it easy to do clean, readable printing. And it can be used whenever conditions seem to indicate, for it is not expensive.

### *Now made in Double Thick*

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low-priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

*Send for Samples*

# HAMMERMILL COVER

Single and Double Thick



T

Pr

I T  
eas  
fact—  
a pro  
minate  
to the  
seemin

“Bu  
right l  
was  
Some  
engra

The  
tific p  
long  
does  
chemic  
the r  
itself  
ship  
the or  
plate-r

A  
examp  
tical  
of th  
expect  
scarce  
knowl  
actual  
their

In  
dozen  
and-in  
produc  
graver  
farm  
broker  
sugges

But  
pointn  
tions  
ragged  
there  
which  
origina  
on the  
indisti

Back  
with  
were

# Things That Can "Happen" to Engravings

Precautionary Measures That Anticipate the Accidental Fault or Accident and Safeguard Final Results

By a Commercial Art Manager

IT is very easy indeed—too easy, as a matter of painful fact—to blame the engraver when a proof placed on your desk illuminates faults, or fails to live up to the expectations aroused by a seemingly perfect original.

"But the drawing was all right!" someone exclaims. "It was made by a famous artist. Something has happened in the engraving."

The professional in the scientific preparation of such copy has long since learned that the fault does not necessarily rest with chemicals and camera, metal and the routing machine. The copy itself is to blame. Proper censorship was not in operation when the original was passed on to the plate-maker.

A number of quite pointed examples of this may be of practical interest to many, for some of the faults are elusive, unexpected, unforeseen. You can scarcely anticipate them if your knowledge does not extend to the actual engraving processes and their limitations and exactions.

In groups of from five to a dozen, a series of newspaper pen-and-inks, for double-column reproduction, was sent to the engraver. They were drawings of farm buildings, with black roofs broken by the white lines which suggested pattern.

But every proof was a disappointment. The structural portions of the detail were blurred, ragged, irregular, with here and there a mysterious line or two which did not seem to be in the originals. Moreover, the patterns on the black roofs, were faint and indistinct.

Back they went to the engraver with a sharp note. These plates were unsatisfactory. Lines and

effects appeared which were *not* in the original. And what had happened to those neat white pattern lines on the black roofs?

When the problem was investigated by representatives from both sides, it was clearly shown that the fault lay wholly with the originals.

The artist had a way of using white paint to clear up his drawings after inking them in. This was not absolutely clean white, however. His brush had contained yellow, which increased in tone under the hot light of the camera arcs. The yellow-white reproduced as might pen strokes or pencil marks.

## THE CAMERA HAD PERFORMED FAITHFULLY

The camera had faithfully recorded them, and because of their placing, no engraver could rout them out except by expensive tooling. In the matter of the broken pattern lines of the roof and their poor, indistinct showing, again the original was to blame. The drawings had been made three times larger than their final scheduled appearance in newspapers, and this reduction had drawn down the width of the whites to the point where they did not hold true. They filled in and in places all but disappeared. They should have been stronger on the original, in view of the reduction. Their broken appearance was due to the water-color white flaking off in places when the originals, on cardboard, were rolled, in sending to the engraver. Water-color white *will* do this if put on in any quantity. When it is thoroughly dry, the slightest jar may dislodge it. There are special ingredients for mixing with water-color white

which minimize this danger.

It is actually true that nine times in ten when plates fail to "square up," in the matter of borders, the fault is in the drawing. True, negatives sometimes stretch, get out of shape; but artists are inclined to "trust to the eye" in making layouts, where a metal T-square and a verified drawing board are the proper method. Every original should be "gone over" by someone who is willing to take this trouble—it may represent the saving of many dollars, for you can't hold the engraver accountable.

Where mysterious defects appear in both line and halftone plates, scrutinize the copy carefully and you are quite likely to find that pencil lines have been left in the original. The artist's first rough draft calls for such lines, but he should go over every part of the finished job and erase these lines, however delicate. The eye of the camera does not overlook them. They "show up" almost always.

Here are listed some warnings, touching upon the final once-over inspection which every piece of copy should receive, before being engraved. The continued errors, the persistent embroiling arguments, the disappointments, would appear to make an article of this character necessary at least once a year, although it may mean minor repetition as to certain details.

Embedded danger points, hidden elements which violate the engraver's professional code and gross bits of carelessness mean loss of time, of temper and of money. The engraver reproduces what is given to him. The camera will not correct lines which are not parallel in the original, nor will it blithely overlook crayon, pencil or "dirty-white" markings.

These suggestions will therefore prove helpful:

Whenever possible, avoid the soft vignette, where a tint fades into white paper. The engraver will do his part shrewdly enough, but magazines and newspapers

have great difficulty in reproducing these fadeaway vignette effects. As a rule, they encourage smudges or "collars," ragged, unkempt, unsightly.

Avoid the painting in of Chinese white on pen, crayon or pencil drawings. Better to scratch away the mistakes or highlights or undesired portions with a sharp knife. If the white is not absolutely clean, it is likely to reproduce. Then, too, it may flake, as described in the actual case above. White changes color when exposed to the light. It catches particles of dust and dirt. A filled drawing, where white has been used, when taken out, perhaps for a cut, later on brings the truth of this home to you.

#### WHEN HAND-DRAWN LETTERING IS USED

Hand-drawn lettering, when introduced as part of a composite illustration, should invariably be "squared up," to see if it is correctly placed. Such lettering is apt to "fool the eye," and both camera and reduction bring out the defect.

If a drawing is to be reproduced in line, from crayon, charcoal or soft pencil, use a rough-surfaced paper, with sufficient "tooth" to make the illustration practical from an engraver's standpoint. Etchings on zinc will come out handsomely enough provided the grain of the paper is pronounced, but such illustrations, drawn on smooth-surfaced papers, give the engraver a great amount of trouble. Sometimes the best he can do is a highlight halftone, with all the whites dropped out.

If an illustration in wash is to be made into a black-and-white halftone, do not introduce dashes of color, here and there, just to "make the picture look attractive." We would repeat this a hundred times if we could. Some artists, it is admitted, use a flesh tint, or fragments of color, but they know how. They do it in such a manner as not to confuse or retard the engraving.

It might just as well be under-

bmj  
GOD  
active  
stor  
0,000  
men  
the  
man

Clippe  
Hardw

TH

T

me  
Pr  
are  
in  
the  
ide

lea  
ma

ma  
dea  
the  
spe  
at t  
into  
clos


PHI  
1420 Ch

G

**Complete Advertising Campaign**

A GOOD HOUSEKEEPING MAGAZINE, an attractive and compelling series of full pages tells the story of this new, remarkable percolator to 10,000 housewives every month. Hundreds of women in your territory will read these ads and want these better percolators. Read the Booster's story: The advertisement there will

**GIANT ADS**



Clipped from Good Hardware, August.

Get this Broadside

Frequently we have suggested that national advertisers buy and merchandise Giant Ads on the same basis as periodical space—

## This is what we mean!

THE Rome Manufacturing Company (maker of Rome Utensils) regularly backs up its advertisements in the women's magazines with Giant Ads. Proofs come to us for reproduction when the plates are sent to the publications. Giant Ads are featured in the Rome advertising broadside and each month they use space in the trade press to sell the Giant Ad idea to their retailers.

We cite this as just one example of the way many leading advertisers are using Giant Ads to insure the maximum return from their national advertising.

Use magazine or newspaper space to create or maintain a demand; use Giant Ads to focus *at the dealer's store* the interest your advertising arouses. In the dealer's windows Giant Ads give you a chance to speak again to your prospective customers—this time *at the point of sale*. By bringing interested prospects into the store, they make it possible for the dealer to close the sales initiated by the magazine advertising.

*Descriptive booklet, rate card  
and samples on request.*

**NATIONAL PROCESS COMPANY, Inc.**  
117 East 24th St., New York. Madison Square 3680

**PHILADELPHIA**  
1420 Chestnut St., Spr. 1173

**BOSTON**  
80 Boylston St., Beach 3321

**PITTSBURGH**  
235 5th Ave., Smithfield 1182

**SAN FRANCISCO**  
Barker-Close Co., Monadnock Bldg.

# GIANT ADS

stood, at the outset, that where the printing and paper are rather poor, large, flat areas either in line or in halftone will not reproduce with any great degree of success. Delicate grays, even when painted in, in smooth distemper, absolutely smooth, "muddy up" and large black areas eat up the ink faster than it can be fed to them and, in consequence, present splotchy surfaces. Nothing the engraver can do, mechanically, will alter this. Protect yourself by breaking up the larger areas of a given tone with something.

Where lettering is painted on gray backgrounds for black-and-white reproduction, the greatest care should be taken in case the artist finds it necessary to correct and to paint over inmatching gray. If this matching is not perfect, every correction and every brush-mark will show in the engraving.

If certain parts of a halftone are to be cut out white on the plate, and such details are exacting and a part of the very life and meaning of the illustration, have them designated on a tissue overlay.

Where photographs are mounted into a composite picture, they should be cropped exceedingly close and beveled. Otherwise, any overhang of the paper is likely to be reproduced in the halftone.

Photographic units, mounted into a design, must be absolutely flat and even. If the work is inadequately performed and if they "curl" at any point, the engraver encounters great difficulties.

A careless office boy or dub assistant, with a rubber, can do more damage to a piece of pen-and-ink copy than ten engravers of indifferent ability. Gray lines are not easily reproduced lines. Beware of the slap-dash rubber of stubborn texture, which is shot across the surface of any pen-illustration intended for reproduction.

Never say, in looking over a finished drawing, whatever the medium:

"Oh, that'll come out all right. Those little things won't show in

the reproduction. The engraver will attend to that."

The engraver is not in a position to perform miracles.

There is nothing like an absolutely clean, immaculate original. Dirt, pencil marks, corrections improperly attended to, wrinkled, soiled paper, etc., are all deadly enemies of the perfect engraving.

If a campaign is being prepared for newspaper, magazine or business-paper use, and you have been warned, in advance, that these publications will not permit aggressive areas of solid black, then it is wise and best to plan your originals so that the periodicals will not themselves do the graying or stippling. They will do it in a hurry and according to their own office methods. Either plan in advance, on the drawing, or give definite orders to your own engraver in the matter. Then you will know what the results will be.

It is considered unfair to the majority of advertisers for one display to dominate because of its great preponderance of black—which it is very likely to do, when constructed with this objective in mind.

And once again the super-warning of all is given and one which certainly cries aloud for repetition, even in this day of processes perfected and technical enlightenment: Guard against the too great reduction, particularly in the case of heavily shaded line drawings for newspaper use. Detail is "tightened up" and is consequently not so apt to print satisfactorily. An engraver who ought to know states that at least 50 per cent of the failures in newspaper illustrations is due to the stubborn insistence upon very large original drawings.

### F. L. Purner Joins Investment House

Fred L. Purner has been made advertising manager of Hunter, Dulin & Company, San Francisco and Los Angeles investment bankers. Mr. Purner was recently advertising manager of the Del Monte Hotel, Del Monte, Cal., and was formerly with the *San Francisco Chronicle*.



# Only One

Sunday newspaper in Kansas City gives its readers the popular Gravure, Magazine and Comic supplements—

## and its *advertisers*

the lowest milline rate in the Kansas City trade territory—a rate of \$1.44 as compared with \$1.51, the rate offered by Kansas City's other Sunday newspaper.

## The Sunday Journal-Post

Circulation, 201,684\*

*\*Publisher's statement to the A B C for six months ending March 31, 1923*

## The Kansas City Journal The Kansas City Post

**MORNINGS—EVENINGS—SUNDAYS**

EDWIN O. SYMAN  
Gen. Business Manager

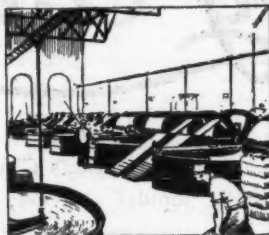
WALTER S. DICKEY  
Owner and Editor

J. MORA BOYLE  
Advertising Director

Represented by Verree and Conklin  
New York, Chicago, Detroit, San Francisco

## "CENTRAL CONTROL"

—if you want a better package



In these huge "beaters" every bit of stock used by Robert Gair is made—under the direct supervision and control of our own experts.

**"WRITE** it off to profit and loss. Then get an expert and let him do the whole job!"

How many manufacturers make that decision on their packages, after one look at the results of "shopping around!"

The artist's design has more "atmosphere" than selling strength. The color-plates don't quite meet the printer's demands. The stock of the folding box takes the ink a little roughly—and the printer himself fails to keep his colors uniform through the run.

No cooperation. No unity. A big job to be done over again.

Central control is the safest investment. Undivided responsibility. Placing the whole job where every step can be expertly determined and controlled—where each process is perfectly dovetailed into the next.

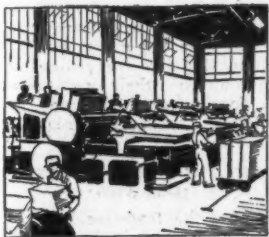
The design should be worked out with a knowledge of mechanical limitations on the one hand, and the buying public's preferences on the other. Uniform reproduction should be guaranteed. Size, shape and dimensions must conform to the requirements of automatic machinery for packing, wrapping, and sealing.



*Gair designs are first worked out to mechanical perfection—then submitted to actual selling tests which eliminate guesswork.*

No slip-up; no guesswork; no waste of time or money. That goes far toward accounting for the success of Gair service.

This undivided responsibility, this expert handling of every detail, applies to *all* Gair products: Folding boxes; Labels; Lithography; Corrugated and solid fibre shipping cases.



*Unusual equipment and trained pressmen guarantee vivid, colorful, accurate reproduction. We use only inks which we make ourselves.*

Gair men are always ready to confer with you on any or all aspects of your package or shipping problems. Their preliminary suggestions entail no obligation.

Send for our latest booklet, "Testing the Merchandising Value of a Package."

## ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO PHILADELPHIA BOSTON BUFFALO

# When to Translate a Trade-Mark into a Foreign Language

No Fixed Rule Applicable to All Cases

By Chauncey P. Carter

A PROMINENT manufacturer of trailers about to cultivate Latin-American markets recently ordered his catalogue to be translated into Spanish. When the proof of the translated book was submitted for approval, it appeared that the trade-mark had also been translated.

This had not been anticipated or even considered by the manufacturer in ordering translation of the catalogue, and the question arose as to whether the translation should stand or the trade-mark should be left in the English tongue. In this particular case, the solution was easily arrived at, since an examination of the translator's work showed that what had been translated was not essential to the trade-mark and the meaning of the mark had been made clearer to the Latin Americans without destroying the general appearance of the mark.

In entering a foreign market where English is not the dominant language, the owner of a trade-marked product should in every case determine: (1) whether his trade-mark is susceptible of translation into the language of the market; and (2) if it is, whether translation is necessary or advisable.

The first determination is usually quite easily arrived at. Such coined words as Kodak, Congoleum, Klaxon, Truscon, Fryac, Bakelite, and the like are obviously not translatable although they may be transliterated into such tongues as Chinese, Japanese, Turkish and the like where in the characters differ from those used in the English language. Even in the case of such marks, however, it has sometimes been found desirable to re-spell the mark so as to insure the proper pronunciation by the foreigner.

Thus, the average Latin would be apt to pronounce Bakelite as Bokehleeta on first sight. Whether or not the spelling should be revised in such cases to fit the market is doubtful. Even in this country, such a well-known trade-mark as the Clicquot Club ginger-ale mark is pronounced for consumers in advertising copy to prevent loss of trade by reason of inability to properly call for the article. Molle is also spelled "Molay" in the advertising of this shaving cream.

There have been several cases where, after advertising an article under a foreign trade-mark word with accompanying pronunciation in English for several years, the foreign spelling has been dropped altogether and the English spelling adopted as the sole trade-mark, as for instance Sempray Jovenay. If this represents the climax in the use of a foreign word as a trade-mark in the United States, it may be that our exporters would do well to skip the intervening steps and commence their operations in the foreign market under their trade-mark spelled in the language of the market.

## WHEN THE POSSESSIVE MUST BE INDICATED

Where the trade-mark consists of a proper name in the possessive as for instance Campbell's for soups, Dr. Lyon's for tooth paste, Plumb for tools, Hoover for carpet sweepers, etc., it is usually found advisable to reverse the sequence and say Soups of Campbell, Tooth Paste of Dr. Lyon, Tools of Plumb, etc., inasmuch as there is no equivalent of the "apostrophe s" in many tongues to denote possession. In such cases, the name of the product and the word "of" are translated while the trade-mark name may remain constant, subject to the vagaries of

pronunciation previously discussed.

When a trade-mark word has a meaning, however, and there is a definite equivalent word or words in the foreign tongue, the problem is more complex and a solution not so easily arrived at. For instance, the mark of the Victor Talking Machine Company, which comprises a dog listening to one of the old-style phonographs, would lose much of its value if one did not understand the accompanying legend, "His Master's Voice." A mere dog listening to a phonograph is all right, but a dog listening to his master's voice as reproduced by a phonograph appeals to a higher emotion and has a greater sales value correspondingly. It is not surprising to note, therefore, that the *Compagnie Francaise du Gramophone*, which controls this mark in France and certain other parts of the world, has registered this mark with the French words, *La Voix de Son Maître*, instead of the English words.

When it comes to the word Victor, however, which may also be translated into most foreign languages, a different policy has been pursued and the English word retained. Just why the distinction between the two trade-marks was made is not clear, although there are many factors that may enter into a matter of this kind.

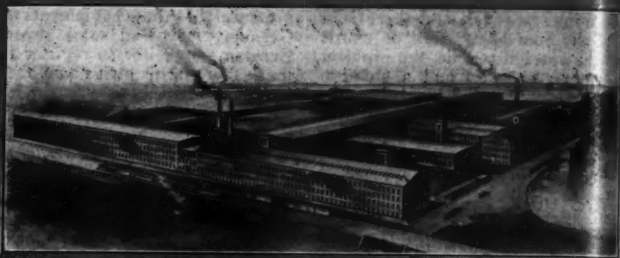
The question of proper protection of one's trade-mark has much to do with whether or not a trade-mark should be translated. Suppose, for instance, that the maker of Royal shoes decides to use in each foreign market as a trade-mark for these shoes the word which in that market corresponds to or means "Royal." He is at once confronted with the task of registering the appropriate name as a trade-mark in each market. But when he takes up the matter of registering in Germany, for instance, he will find that he must first have corresponding registration in the United States Patent Office. If he is able to obtain this at all, he may expect to spend several months in doing so. To obtain the registration here, how-

ever, he must be actually shipping goods under the mark and the presence of these shipments in Germany may lead some shrewd German competitor to register the mark there in his own name, there being no obstacle to prevent him from soliciting such registration at once.

#### FOREIGNERS' ADVANTAGE

Thus, before the owner of the mark gets registration in the United States preliminary to getting German registration, the German competitor has secured his German registration. This thing may happen not only in Germany but in any number of countries. Further to aggravate the situation, the German may apply for international registration under the Madrid Arrangement and obtain the same promptly and thereby obtain official evidence of his ownership of the mark in more than a score of countries. As an instance of what may be expected in this regard since Germany is now a member of this Arrangement and the United States is not, witness the international registration on April 16 of this year by one G. L. Sondheimer, an importer and exporter of Worms, Germany, of the trade-marks *Fabrikoid*, *Dupont* and *Pyralin* for most every kind of article that can be conceived of. These international registrations are based on corresponding German registrations obtained in 1921.

Not only must he who decides to translate his trade-mark for each market run such risks as just described but he must be prepared to spend far more in protecting these marks by registration and otherwise than those who employ an unchangeable mark. Not only will several registrations in the United States be found necessary, but proper protection abroad will usually dictate registration not only of the foreign equivalent but also of the basic home mark, and then there will be several countries where several languages are spoken and where corresponding multiple registrations will be required. Separate printed matter



## Who are the "Real Buyers" in the Textile Industry?

The manufacturer of an industrial product, who is about to advertise, is often in quandary as to what individual in a plant—textile or otherwise—really has "the say" in purchasing his product.

Is it the owner, the chemist, the engineer or the foreman? The answer depends very much on the nature of the product and the organization as to what extent the technical man "influences" the owner in the selection of a product.

In the textile industry it doesn't matter which type controls the buying. Both can be reached through **TEXTILE WORLD** because *both read it*.

To go back to history, **TEXTILE WORLD** is a consolidation of two entirely different types of textile papers—one a strictly technical paper and the other a market paper appealing to executives.

Both of these characteristics have been maintained and enlarged, so that today **TEXTILE WORLD** is a two-fold publication, reaching both those who control the policies of the company and those in charge of production.

If your product can be used in the textile industry a series of advertisements in **TEXTILE WORLD** is bound to reach the "Real Buyers."

## From the "Little Schoolmaster's Classroom"

On Raynham Center in the State of Massachusetts lives a chap named Carr, maker of oil cans.

Do you know Raynham Center? Look it up on the map and you will find it is but a little village not far from Cape Cod Bay in the heart of a prosperous mill country. Not long ago Carr's main job in life was the repairing of machinery in the mills round about. He was a service man in overalls and the owner of a small machine shop. On the side he made oil cans and sold them to users in his neighborhood.

One day an advertising solicitor for a trade paper\* who had time to kill between trains dropped in to see Carr. Carr was glad to talk about his work to the solicitor, and showed him the oil cans he made on the side. They were superior cans and the solicitor wondered why Carr couldn't sell a lot of them outside of his own neighborhood. So they talked advertising and Carr finally agreed

to try a small advertisement in the solicitor's paper and see what could be done.

Two-inch single-column space was decided upon. A cut of the can with its various spouts was shown, and there were just a few words indicating that the Carr Can Company was the maker of the can. This was in 1921.

Continuously since then Carr has run this advertisement and orders have been coming in from all over the country by mail, for he reaches a great many of the small mills which the big supply man neglects. Carr is building a business for himself which he did not dream of before the advertising solicitor dropped in between trains.

The Schoolmaster wonders how many neglected items there are in shops which could be made big sellers if they were picked out of the ruts they are in and their story were told to the world by advertising.

### \* TEXTILE WORLD

"Selling to Textile Mills"

A booklet—sent on request

# Textile World

Audit Bureau of Circulation  
Associated Business Papers, Inc.

334 Fourth Ave., New York



will also be essential in each country, since it will be impossible to show more than one trade-mark on a circular even though there be room for the directions in the different languages.

Another factor affecting the decision as to whether a trade-mark should be translated is the extent to which advertising directed at the home market penetrates to foreign markets and popularizes and creates a demand for the article under the basic trade-mark even prior to its introduction into the market. In many cases, indeed, products reach foreign markets quite unknown to the manufacturer who has not yet given such markets any consideration. Our best advertising mediums are found to a greater or less extent in every country of the world, and many a manufacturer can trace the beginning of his export business to an unsolicited order received from abroad as a result of an advertisement directed only to the "home folks." Whatever good-will is created for a product in foreign markets in this manner prior to actual sales effort in those markets is, to a large extent, lost when the trade-mark is translated, as there is often no similarity or tie-up between the basic and the translated mark.

One should also consider in deciding this important question whether the tastes of the market are such as to indicate a preference for the imported rather than the domestic product in that particular line. For instance, in the United States, many of our best perfumers find it necessary to focus consumer attention on the fact that domestic perfumes are just as good as the French perfumes, while others consider it essential to have a Paris address on their labels or to utilize French words for their trade-marks. It may be that in many foreign markets, the presence of the words "New York" and an English word would do more to sell a given product than a label completely in the language of the market.

From the above, it will be seen that there can be no rule of thumb

to determine this question of trade-mark translation for each manufacturer, although a proper consideration of all of the factors involved will usually lead to a sound conclusion. Certainly, it is not a question that should be left to the whim of one's translator, but rather should the full co-operation of one's merchandising and trade-mark counselors be brought to bear on it, if a costly misstep is to be avoided.

### United States Rubber Has Good Half-Year

The United States Rubber Company, New York, footwear, heels, soles, tires, golf balls, jar rubbers, Raynsters, Keds, and Naugahyde, for the first half of 1923 reports a net profit of \$4,572,861 after interest, depreciation, and other charges. This compares with \$3,052,918 in the same period of 1922.

"Sales for the first six months of 1923 amounted to \$87,710,205, an increase of \$13,776,434 over the corresponding period of last year," said Chairman C. B. Seger in a statement to stockholders, which continues: "All of this increase was in sales of commodities other than tires. Excluding tires, which at prevailing selling prices constituted substantially less than one-third of the total sales, the increase in dollar volume of sales was approximately 28 per cent. The company has more than maintained its position in the tire trade, but the results have been unsatisfactory, due to general conditions in the industry."

### Adapts Bird Nomenclature for Paint Products

In selecting trade names for its paint products, the Frank Bownes Company, Inc., Lynn, Mass., has adopted the idea of naming them after birds. These products as a group are referred to as the Bird Family.

Application for registration of the trade-mark "Spar-O" recently was made for the latest addition to the Bird Family. This new product is a general utility waterproof varnish. The other products are: Crow Black, a black enamel, and Dove White, a white enamel.

### Milwaukee Women's Advertising Club Elects

Ethel B. Scully was elected president of the Women's Advertising Club of Milwaukee at the annual meeting of that organization. Miss Scully is with Morris F. Fox & Company of that city.

Other officers chosen were: Vice-president, Hildegard Gloyer, Milwaukee Journal; secretary, Helen G. Weiser, Meyer-Rotter Printing Company; and treasurer, Stella Hahn, Harley-Davidson Motor Company.



## Outdoor Life Helps a Shoe Manufacturer

THE increasing popularity of outdoor life in America has been taken advantage of by the L. D. Stickle's Shoe Company, Red Wing, Minn., to build up a national market for its Outdoor Girl hiking boots. The company recently has extended its sales territory to include New York State and now covers the market from that State west to the Pacific Coast.

When the Stickle's company first manufactured hiking boots it intended to limit its activities to the production of mountain-climbing footwear almost entirely. This type of footwear, however, became so popular that the Outdoor Girl line was extended to include boots and oxfords and sports styles to meet a growing demand. In addition the company reports a good business on a line of growing girls', misses' and children's shoes made of Goodyear welt construction and sold under the trade-marked name of Ko-Rec-Toe.

In reply to an inquiry regarding the advertising plans of the Stickle's company, William B. Johnson, sales manager, informed

PRINTERS' INK: "Our advertising appropriation is limited, but our plans are to increase this budget from year to year and to make our line known as one of the strongest of its kind on the market."

Mr. Johnson has stated that the company has just completed the biggest business in its history for a six-month period since its establishment in 1915.

## Letz Manufacturing Company Plans Farm Paper Campaign

The Letz Manufacturing Company, Crown Point, Ind., maker of feed grinders, has placed its advertising with Merrill, Price & Company, Chicago advertising agency. A campaign in farm papers is being planned for this account.

This agency also has obtained the account of the Doublene Oil Company, Chicago.

## Certain-teed Products Reports Profits

The Certain-teed Products Corporation, St. Louis, for the six months ended June 30, reports a gross operating profit of \$2,802,245, after deductions for repairs, maintenance, and depreciation. This compares with \$1,605,192 for the similar period of 1922. On April 28 this company took over the complete management of the Cook's Linoleum Company, Newark, N. J.; the Acme Cement Plaster Company, St. Louis, and the Standard Inlaid Manufacturing Company. No benefit of operating as a single unit was secured during the first six months, according to George M. Brown, president, who said that reshaping of the organization for the enlarged work was practically complete at the end of the first half-year.

Mr. Brown also stated that good-will had been written down to \$1.

## Federal Telephone Account for Frank Seaman, Inc.

The Federal Telephone & Telegraph Company, Inc., Buffalo, N. Y., manufacturers of communication and radio apparatus, has placed its advertising account with Frank Seaman, Inc., New York. A campaign is being planned to feature the complete radio receiving sets and parts made by this company.

## Chattanooga Advertiser Plans Campaign on Soft Drinks

The Stone Fizz Company of America, Chattanooga, Tenn., is planning to conduct an advertising campaign in newspapers in the territories where it has distribution on its soft drink products. This advertising will be directed by the J. R. Jarnagin Advertising Agency, also of Chattanooga.

## New Account for Le Vene- Friesley Company

William Cavalier & Company, investment securities, San Francisco, have placed their advertising account with the Le Vene-Friesley Agency of that city. California newspapers will be used.

## Gossard Company Reports In- creased Earnings

The H. W. Gossard Company, Chicago, Gossard corsets, for the first six months of 1923, reports earnings before taxes of \$267,587, as compared with \$139,075 in the same period of 1922.

## Leaves Sun Maid Raisin Growers

Wylie M. Griffen has resigned as president of the Sun Maid Raisin Growers, Fresno, Cal., effective November 1.

# **2** million dollars a day (it's a lot of money)

But that's the sum which Canada spends for United States goods and merchandise—a lot of money—but are you getting any of it?

The way to share in this turn-over is to sell the Canadian people.

And the prelude to selling is advertising.

So far as Canada is concerned this is neither difficult nor costly.

**THE DAILY  
NEWSPAPERS**

**If** you want to cover "all Canada" use the Canadian Dailies published from Coast to Coast.

If you want to "zone" your efforts select those papers having the desired location and circulation.

Your agency will give you the desired data—or information can be had by writing to the papers direct.

#### **The Maritime Market**

	Population	Newspaper
Halifax	75,000	Herald & Mail
Halifax	75,000	Chronicle & Echo

#### **Quebec Market**

	Population	Newspaper
Quebec	117,500	L'Evenement (French)
Quebec	117,500	Le Soleil (French)
Quebec	117,500	Chronicle
Three Rivers	23,000	Le Nouvelliste (French)

Montreal	839,000	Gazette
Montreal	839,000	La Patrie (French)
Montreal	839,000	La Presse (French)

#### **Pacific Market**

	Population	Newspaper
Victoria	60,000	Colonist

#### **Ontario Market**

	Population	Newspaper
Toronto	622,326	Globe
Kitchener	29,600	Record
Peterboro	25,000	Examiner
Kingston	25,000	Whig
London	70,000	Advertiser
London	70,000	Free Press
Brantford	35,000	Expositor

#### **Prairie Market**

	Population	Newspaper
Winnipeg	280,000	Free Press
Winnipeg	280,000	Tribune
Calgary	75,000	Herald
Edmonton	70,000	Journal
Moose Jaw	26,000	Times
Saskatoon	31,364	Phoenix & Star
Regina	35,000	Leader & Post

# OF CANADA

## ***Changing Farming Conditions Affect Every Business***

With the new situation which has developed—and is still developing—there is no one thing which deserves the earnest attention of advertising men more than a proper judgment of farm paper values as they exist *today*.

A new state of mind has been produced in farmers by the rapid change in farming conditions since 1920, and *Farm and Home* is the outstanding example of the agricultural publications which have profited thereby.

One reason is that for more than thirty years *Farm and Home* has occupied a position of unquestioned leadership on exactly those subjects which have come to be of greatest importance now.

Another reason is that *Farm and Home's* circulation is concentrated in those states which have been most favored by the changed conditions.

*Write for maps showing how these changes are affecting rural automobile registrations.*

# **FARM AND HOME**

*The National Magazine of Rural Life*

**PHELPS PUBLISHING CO., Publishers**  
**SPRINGFIELD, MASS.**

5 South Wabash Avenue, Chicago

456 Fourth Avenue, New York

# How Maryland Is Using Advertising to Sell Idle Lands

Appeals to Farmers in West, Northwest and Canada through Farm Publications with Good Results

By James True

THE selling campaign of the Southern Maryland Immigration Commission, College Point, Maryland, is another convincing proof of the fact that, if the work is done properly, it requires very little money in advertising to "start something" profitable. Since December of last year, when the first advertisement was published in a small list of farm papers, to the end of the last fiscal year, the Commission spent less than \$2,000 in advertising. Resulting sales have already made this small investment highly profitable to the State and have encouraged a much larger advertising expenditure for the present year.

The problem of the Commission was to find purchasers and farmers for the many idle acres of good land in the counties of Saint Mary's, Prince Georges, Charles, Ann Arundel and Calver, in Southern Maryland. The duties of the Commission are to place prospective purchasers in touch with agents and owners, to see that they are treated fairly, and to ascertain that settlers have the experience and capital necessary to make them productive citizens of the State.

Because the five counties mentioned are so conveniently located as to waterways, they were attractive to colonists and were the first to be settled in the State. Until the Civil War their lands were held in large estates and were profitably cultivated. Directly after the war most of the wealthy owners left their estates and moved to the cities. Since then, few of the plantations have been divided into small farms. Large tracts of land were entirely neglected. Some of the largest estates were used only as fish and game preserves. And last year at least

50 per cent of the tillable land of the five counties was uncultivated.

For some time, State officials have realized that the State was losing revenue because of the sparse settlement of these lands; but the first determined effort to attract immigrants was made by the Commission last year. So far as advertising was concerned, the Commission had to be shown. It was necessary to convince its members that advertising would pay, and then to determine the kind of advertising that would be most productive.

## THE SELLING POINTS OF THE COMMUNITY

The lands fulfill the first requirement of successful advertising; they are excellent values. The average price of farms in the area is about thirty dollars an acre. The land is productive, the season long, and good markets are nearby. The roads are generally good and several of them are excellent. From Washington, any point within the area can be reached by automobile in from one to about three hours.

Kenneth A. McRae, executive secretary of the Commission, recently explained that his organization had also used moving pictures and exhibits at farm expositions to show the advantages of Southern Maryland farms.

"The first difficulty we anticipated," he continued, "was the securing of adequate advertising counsel; but we were fortunate in finding an agent who was willing to lend his aid regardless of the fact that the account would not be profitable, from his standpoint, for some time to come. It was the careful planning of the campaign and preparation of the copy, despite interruptions and other handicaps, that made the advertising successful.

"All of the advertisements were small, either twenty-eight or thirty-five lines. In all, we used a list of sixteen farm publications, selecting several each month which we thought would reach the class most susceptible to our appeal. The papers we used circulated mostly in the West, Northwest and Canada.

"During the winter months we emphasized in the copy the temperate climate and the long growing season of Southern Maryland. We frequently used such phrases

have tried to induce those interested to come to Maryland and look over the farms. We have not offered expenses or any other special inducements, and we have had a number of individual visitors and several groups of prospects. This fall we expect many more to make inspection trips, as a result of the advertising already published."

Mr. McRae then explained that while most of the inquiries came from points west of the Mississippi River, the advertising also

proved a benefit in waking up a good many Maryland people to the advantages of their own State. This was entirely unexpected because of the small size of the campaign and the distant circulation of the mediums used; but somehow the word got around that the Commission was advertising the five Southern counties, and a great deal of local interest has been aroused.

As to results, Mr. McRae said that by the first of July thirty-five farms had been sold to prospects attracted by the advertising, besides two

waste tracts and one large uncultivated tract. It is expected that many of the large tracts will soon be placed under cultivation and offered for sale in five and ten-acre farms.

"The Commission is very well satisfied with these results," he concluded. "The funds were available only in very small amounts and at irregular intervals. Our follow-up was neither very systematic nor the material entirely appropriate; but we are now hard at work improving both. The test is made, the plan is proved successful, and we are ready to go ahead. There is now no doubt as to the best and most economical way to attract settlers and to sell the farms."



The climate of Sunny Southern Maryland is ideal for all kinds of farming. No extremes of heat or cold—abundant rainfall. No cinch bugs; no hog cholera. 220 growing days.

Market your crops a month earlier in big cities within hour's ride.

*Send for the whole story.*

**Sou. Maryland Immigration Com.**

College Park, Maryland.

(State Commission—No Fees)

A REPRODUCTION, IN ALMOST EXACT SIZE, OF THE COMMISSION'S FARM-PAPER ADVERTISING

as 'Sunny Southern Maryland,' and stressed the nearness of the farms to good markets and the fact that crops in this section have 220 growing days.

"Although the space used was small in each instance, we illustrated the advertisements. We invariably mentioned the cheapness of the farms, the liberal terms, the fact that the State Commission receives no fees, and requested readers to send for 'The Whole Story.'

"To date, we have received more than a thousand inquiries. We have followed them up with two booklets, a folder containing a map showing the various products of the region, and several circular letters. With this material we

# What Robert Mantell

The Eminent Shakespearean Actor

thinks of

## THEATRE MAGAZINE



I have every THEATRE  
MAGAZINE that has been  
issued since its beginning. It  
is invaluable for reference,  
and all who care for the  
theatre should read it.

Yours sincerely,

R. B. MANTELL.

### ADVERTISING DRAMATIZED

for more than 60,000 Theatregoers  
and Drama-lovers every month

*Forms Close 25th Second Month Preceding*

Theatre Magazine Co., 2 W. 45th St., N. Y. C.

*Publishers—Louis and Paul Meyer*

# Do Not Always Blame the Dealer!

**H**E wants to sell products he doesn't have to explain about.

Furnish him with silent salesmen for his counters—effective display containers which will increase sales and rapidity of turn-over on *your* product.

The Brooks Display Container (Patented) is being used with marked success by many manufacturers. Lithographed in colors, it embodies those very desirable features—compactness, strength and ease in setting up. It is the most economical container to handle and pack.

Send sample or description of your product.

Ideas, dummies and estimates gladly furnished free of any obligation.

**BROOKS BANK NOTE CO.**

**Springfield, Mass.**

**New York Philadelphia Boston**



Patented

## BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window  
Display Advertising—Commercial Stationery*



# Ponderosity Plays No Part in This Government Advertising

A Canadian Provincial Government Opens a Savings Office and Advertises It by Means of Story, Fable and Man-to-Man Talk

TRADITIONALLY, Government is synonymous with slowness and ponderosity.

Traditionally the Government official is firmly wrapped in red tape.

Consequently, when the Province of Manitoba Savings Office began to talk to the people in fable and story, these popular conceptions received a double shock—for not only did the Provincial Savings Office shatter Government precedent, but it carried its idol-breaking into the banking field!

The Provincial Savings Office was founded on August 18, 1920, in the words of the Act creating it—"for the encouragement of thrift and saving among the people and the investments of savings in bonds or other securities of the Province." Also, "to increase the products of the farm and encourage the work of the Rural Credits Societies and other agencies in that direction."

Manitoba essentially is a farming province and the principal object in founding the Savings Office was to secure from Manitobans themselves the public capital necessary to advance agricultural development.

Fifty-five days from its inception the Provincial Savings Office was able to make loans totaling a quarter of a million dollars for rural development. Today, three years since its founding, it has 16,500 depositors whose deposits total \$6,500,000, new accounts having been opened at the average rate for the past year of over 800 a month in Winnipeg, a city of 200,000 people.

From the beginning, advertising has played a vital part in the success of this institution. Its advertising reflects the spirit of the manager of the Savings Office, E. A. Weir.

For example, one of the funda-

mentals which underlie the success of the Provincial Savings Office is banking hours of 9 a. m. to 6 p. m. The others are 4 per cent interest (3 per cent is the current rate), the Provincial guarantee of safety and use of the money within the Province of Manitoba.

The advertising hammers on all these, particularly the first three. The public is never allowed to forget them. "9 to 6," says one advertisement, "work-a-day hours for business people: 9 to 1 on Saturdays."

## KEEPS CLOSE TO THE PEOPLE

Mr. Weir's policy is to keep close to the people, to look at saving from the people's point of view. You see the spirit of this policy in the slogan, "Conducted to Foster the Thrift and Welfare of the People." This in itself brings the Savings Office closer to its public and permits an intimacy which, far from being resented, is on the other hand admired!

"Don't be a grasshopper" is the caption to an advertisement which tells the fable of the grasshopper and the bees. "What use is opportunity without the Cash?" pertinently asks another. "35 years old, 20 years of work, savings nil, reminds another—while an actual and striking illustration of Mount Everest used about the time of the last attempt to scale that peak, carried across its face, "Everest, an Unassailable Peak, Manitoba an Unassailable Security." Perhaps the most discussion was aroused by a series entitled "What 4 per cent will buy," the different advertisements being addressed to different sections of the community. For instance, the teacher was told that 4 per cent on \$5 deposited weekly for one year in the Provincial Savings Office will buy a complete

Shakespeare, a good French dictionary, or that authoritative work you wish you had: or it will buy 2 pairs of stockings, 4 pairs of silk socks or 10 concert tickets."

Arguments actually developed

The beginning and end of every month are the signals for special advertisements reminding the people that time is passing and urging them to start savings in "Your Own Office." Payday is also

seized on as a special occasion for pointed mention.

The newspaper advertisements appear for the most part on the editorial page. The foreign language press is utilized, so are booklets, folders, blotters, outdoor advertising and the street cars.

Of course, it is not claimed that advertising solely is responsible for the unusual success of the Province of Manitoba Savings Office. The strength of the appeal lies partly in the special advantages the Office is able to offer as a Government institution. Not everybody is agreed on the principle that the Government should engage in the savings business, but that the public does respond to the lighter, brighter, "hail-fellow-well-met" spirit in bank advertising there can be no

doubt. That on interest days the police are sometimes required to regulate the queue which forms on the street and into the Province of Manitoba Savings Office proves it.

## Who Is Using This Milk Slogan?

LARKIN Co., Inc.

BUFFALO, N. Y., Aug., 16, 1923.

Editor of PRINTERS' INK:

There is an association, I believe, formed to promote the sale of milk. It is running copy in current magazines over the slogan "A Bottle of Milk is a Bottle of Health." Can you tell me the name of the association, its address, and its advertising manager? I shall be deeply appreciative of this information.

LARKIN Co., Inc.,  
D. A. THOMAS.

## The Moral Duty of a Savings Office

FESTUS J. WADE, member of the advisory council of the U.S. Federal Reserve Bank, says: "I firmly and honestly believe it is the moral duty of the banker to advertise. He has something people should have—*safety for their money*. If he does not carry to the masses the message about his willingness and ability to serve them along this line, they are likely to overlook or fail to know about the service. They will probably entrust their money to some fakir, who, you may depend upon it, is never silent about HIS offerings."

*Conducted to Foster the Thrift and Welfare of the People. Your own office is constantly offering you ABSOLUTE SAFETY plus 4% interest. This is the first of August. Start YOUR account today.*

HOURS 9 TO 6.

## Provincial Savings Office

Cor. Gerry and Notre Dame; also 817 Main Street.

*Conducted to Foster the Thrift and Welfare of the People.*

ADVERTISING THOUGHTS AND IDEAS THAT FESTUS J. WADE HAS GIVEN THROUGH "PRINTERS' INK" FIND A PLACE IN THIS GOVERNMENT COPY

from this series and the management was told that it should not have pointed out that 4 per cent would buy such frivolous things as silk stockings for stenographers or penknives for boys!

The story advertisements are illustrated. Under the heading, "Take One"—that's what we say," was told the story of the wag who chalked "Take One" on a heap of steel girders which were lying on the roadside opposite a construction job. The copy went on, "That is what we say about our Little Red Pass Book, but with much more reason. The heavier your account grows the lighter your heart will feel."

T  
to

T

23, 1923

Aug. 23, 1923

PRINTERS' INK

135

of every  
special  
the peo-  
l urging  
"Your  
is also  
special  
pointed

per ad-  
appear  
part on  
page.  
language  
zed, so  
folders,  
por ad-  
d the

it is not  
advertis-  
responsi-  
unusual  
Prov-  
it oba  
e. The  
appeal  
he spe-  
es the  
to offer  
ent in-  
every-  
on the  
ne Gov-  
ld en-  
savings  
hat the  
pond to  
righter,  
ill-met"  
adver-  
be no  
ays the  
red to  
rms on  
ince of  
oves it.

Milk

1923.

believe.  
milk. It  
magazines  
milk is a  
tell me  
address.  
I shall  
informa-

OMAS.

# Tulsa drowns a town for water supply

IT was like this: In order to divert an entire mountain stream of pure, sparkling spring water into Tulsa, it was necessary to move the town of Spavinaw, Oklahoma, which was located in the center of the site selected for the gigantic reservoir.

Tulsa's "Spavinaw Water Project" is one of the largest municipal undertakings now under construction in the United States. It is costing millions to convey pure water to Tulsa—a distance of 54½ miles. By next May, Tulsa will have one of the best water supplies in the country—sufficient to accommodate a quarter of a million people, which is Tulsa's goal for 1930.

The Tulsa World, the dominating influence of this progressive community, sponsored this great Spavinaw Water Project.

**Tulsa, the Metropolis of Oklahoma  
Is Doing BIG Things In a BIG Way**

# TULSA WORLD

*Oklahoma's Greatest Newspaper*

# A New and Better Success



SUCCESS appears this month with a new cover, more in keeping with the ideals on which it is builded.

## 112 Pages

It contains more and better reading matter—stories, articles, inspirational talks—112 pages of them.

## Coolidge in Rotogravure

The Rotogravure Section contains a full-page portrait of the new President, jammed in at the last minute, but none the less characteristic and handsome for that.

## To Serve You Better

The Business Department of the magazine has been thoroughly reorganized. Walter Hoff Seely is now Vice-President and Treasurer; A. R. Fergusson is Advertising Manager; Roy S. Monger is Circulation Manager. Dr. Marden remains at the helm of the Editorial Department.

### High Lights from the September Issue

Weeding the Wall  
Street Garden

Minnesota Creates  
a Third Party

How Clare Sheridan  
Became a Man

Stories by

Harold Titus  
Henry Irving Dodge  
Richard Connell

NOVEMBER NUMBER CLOSSES SEPTEMBER 20th

*Rate card on request*

# SUCCESS

ORISON SWETT MARDEN  
Editor

WALTER HOFF SEELY  
Publisher

Advertising Manager  
A. R. FERGUSSON  
251 Fourth Ave.  
New York, N. Y.

Western Representative  
ROBERT M. BANGHART  
Otis Bldg., Chicago, Ill.

A CA  
Missi  
lems  
ties  
Louis  
on Pu  
whose  
Orlean  
series  
ticular  
These  
be run  
newspa  
are me  
In th  
purpos  
announ  
gram  
be dis  
What  
answer  
told  
borne  
owners  
life of  
of the  
lation  
every  
The  
will  
Lake  
Shrev  
Natch  
tiesbu  
ville,  
The  
work  
M. Bl  
nalis  
Orlea

Jo  
De  
W.  
appoin  
Federa  
poratic  
years  
depart

Leav

Mrs  
vic-p  
cation  
York.

## Southern Utilities Plan Educational Campaign

A CAMPAIGN to educate the people of Louisiana and Mississippi to the methods, problems and services of public utilities is to be conducted by the Louisiana-Mississippi Committee on Public Utility Information, whose headquarters are at New Orleans. It will consist of a series of discussions on some particular phase of the industry. These educational messages will be run simultaneously in the local newspapers of companies which are members of the Commission.

In the first piece of copy the purpose of the campaign will be announced together with a program of the succeeding topics to be discussed. The question of, What Is a Public Utility? will be answered and the public will be told of the special obligations borne by utilities, who their owners are, how they fit into the life of and affect the prosperity of their communities and the relation which utilities bear to every family they serve.

The cities in which the copy will appear are New Orleans, Lake Charles, Baton Rouge and Shreveport, La., and Vicksburg, Natchez, Jackson, Meridian, Hattiesburg, Columbus and Greenville, Miss.

The Commission's educational work is being directed by Dr. H. M. Blain, who is professor of journalism in Tulane University, New Orleans.

## Joins Federated Engineers Development Corporation

W. H. Bertenshaw, Jr., has been appointed advertising manager of the Federated Engineers Development Corporation, Jersey City, N. J. For three years he was with the sales promotion department of *Hardware Age*, New York.

## Leaves Educational Advertising Company

Mrs. Eleanor Hunter has resigned as vice-president and director of the Educational Advertising Company, Inc., New York.

## Polygon Company Increases List of Family of Trade Names

The Polygon Products Company, Boston, manufacturer of a number of products which are distinguished by the final syllable "gon" on the trade name of each, recently made application for registration of the trade-mark "Klengon" for use on a cleaning liquid which it manufactures. The other products in the group are Tasgon, a rusty nut loosener, Tarr-Gon, tar and asphalt remover, Langon, black elastic coating, and Plasgon, plastic gasket and joint cement.

William D. Swan, Jr., general manager, informs **PRINTERS' INK** that the company has completed plans for its advertising program for the current year.

## Waldron Agency Directs Cunningham Tube Account

An announcement of a \$5,000 window trim contest to radio dealers by E. T. Cunningham, Inc., San Francisco, amplifier tubes for radio reception, is appearing in the September issues of radio and electrical merchandising publications. Awards will be announced in later issues.

A complete advertising and merchandising campaign has been prepared by the L. H. Waldron Advertising Agency, San Francisco, which has been handling this account for the last four years. A campaign in Eastern newspapers, as previously announced in **PRINTERS' INK**, is being directed by the W. S. Hill Company, New York.

## D. D. Davis with Baxter Agency

Donald D. Davis, formerly advertising and publicity manager of the American Hereford Breeders Association, Kansas City, Mo., has become vice-president of the Baxter Advertising Company, also of Kansas City. Mr. Davis was at one time director of the advertising and sales promotion department of the Hugh Stephens Press, Jefferson City, Mo.

## Car Mover Account for Youngstown Agency

The Conewango Car Company, Warren, Pa., freight and tank cars, also manufacturer and sales agent for the Congo car mover, has placed its advertising account with Bolton, Meek & Wearlter, Youngstown, O., advertising agency. Direct-mail advertising is being used for the Congo car mover.

## New Electrotpe Business Started at Toledo

Albert J. Spelker has started a business of his own at Toledo, O., under the name of the Atlas Electrotpe Company. He was formerly treasurer and manager of the Toledo Electrotpe Company.

### South Bend Agency Has Musical Instrument Account

The Gibson Mandolin-Guitar Company, Kalamazoo, Mich., has placed its account with the Lamport-MacDonald Company, South Bend, Ind., advertising agency. The Gibson company's plans call for a campaign in about twenty national magazines, business papers and class publications, in addition to direct-mail advertising.

### New Public Utility Account with Chicago Agency

The Illinois Power & Light Corporation, recently formed by the amalgamation of sixty public utilities in Illinois, Iowa, Missouri, Kansas and Nebraska, has placed its advertising with the Chicago office of Albert Frank & Company, advertising agency. A newspaper campaign will be run for this account.

### G. C. Morgan Joins Elgin Motors

George C. Morgan has been appointed sales manager of Elgin Motors, Inc., Indianapolis. Mr. Morgan was recently general sales manager of the Pilot Motor Car Company, Richmond, Ind. He also has been with the Earl Motor Car Company, Jackson, Mich., in a similar capacity.

### Typhotetae Convention to Be Held at Washington

The thirty-seventh annual convention of the United Typhotetae of America will be held at the New Willard Hotel, Washington, D. C., October 22 to 26.

The open sessions of the convention will be confined to inspirational addresses. It is planned to hold round-table discussions on technical subjects, the most important of which will be: "Education and Human Relations," "Better Printing," and "Marketing the Product—Old Markets and New."

### Wood, Putnam & Wood to Direct Automotive Campaign

Automotive publications will be used in a campaign which the Carr Fastener Company, Cambridge, Mass., will conduct on its Dot lubricating system and Lift the Dot fasteners. This advertising will be directed by the Wood, Putnam & Wood Company, Inc., Boston advertising agency.

### Dunbar Molasses Company Sells Southern Business

The Southern business of the Dunbar Molasses & Syrup Company, New York and New Orleans, has been bought by Penick & Ford, Limited, New York. The Dunbar company will continue manufacturing molasses for the tank and bulk trade.

*Good Taste* combined with complete knowledge of what is required in Advertising and an unusually fine sense of execution always characterizes the work of Cavanagh & Bensinger

*Randal Borough*  
VICE PRESIDENT  
THOMAS F. LOGAN CO. INC. N.Y.

**CAVANAGH & BENSINGER**  
INCORPORATED

*Art for Advertising*

120 W. 32<sup>nd</sup> STREET, NEW YORK

PHONE, PENNSYLVANIA 1760





# Caissons and Spires

THE integrity of great buildings is insured by the unseen caissons reaching down to bedrock.

Spires and towers command the world's admiration, but the caissons below tell of strength.

JOHNSON, READ & COMPANY apply to advertising the same sound foundation principles which guide the architect and builder.

Surveys, analyses, sound sales and merchandising policies, etc.—these are the caissons on which we help to build, through advertising, enduring successes for our clients.



## JOHNSON, READ & COMPANY

INCORPORATED

### *Advertising*

202 SOUTH STATE STREET, CHICAGO.

*Charter Member American Association of Advertising Agencies*

Utilize the many advantages which the union of ability and resources gives to each member

## NEWS LEAGUE

papers, from the smallest to the largest, carry the same features, have the same reader interest, which results in unusually strong result power. Your advertising in Canton, Dayton and Springfield, Ohio, and in Miami, Florida, should be in News League papers.

### *The NEWS LEAGUE, Dayton, Ohio*

*Member of A. B. C.*

Dayton (O.) News      Canton (O.) News  
Springfield (O.) News      Miami (Fla.) News-Metropolis

#### *National Representatives*

Chicago  
**I. A. KLEIN**  
76 W. Monroe St.

Pacific Coast  
**A. J. NORRIS HILL CO.**  
Hearst Building  
San Francisco, Cal.

New York  
**I. A. KLEIN**  
50 E. 42d St.



# When the Successful Salesman Becomes a Fallen Idol

A Personal Experience That Shows How Easy It Is to Slip if Effort Is Relaxed

By S. B. Sieg

Manager, Western Grocer Mills, Marshalltown, Ia.

WHEN the champion loses his crown or begins to lose it he becomes irritated. This is so in salesmanship as well as in anything else. We all remember how a famous baseball player jumped into the grand stand one time and started a fight with a baseball fan who had razed him about his slipping honors. There certainly is little sympathy for the fallen idol. People have good forgetters. They turn in a moment to a new hero.

It all goes to show that no man can navigate very long on the strength of what he has done, no matter how wonderful a record he may have made. He has to keep bringing in the goods.

It is a bitter memory of my own when I first slipped as a salesman. I had been fighting for coffee business for seven or eight years and each year I had shown a worth-while gain in volume. I must still have a hundred letters that I received during these years from my superior officers. There is no finer thrill in life, than the one of well-earned victory and these letters of expressed appreciation will always be valued.

And then one year I slipped and these letters stopped coming. It was all my own fault, for I wasn't old, I hadn't lost my ability to sell and there were no real adverse conditions in the territory. I simply got a bad case of swelled head. I became lazy and didn't work. I remember I had reached a volume of \$135,000 the year previous. With Chocolate Cream coffee bringing only seventeen cents from the merchant, and Red Rose coffee fourteen cents, this figure represented a great many pounds of coffee.

I got it into my head that I had arrived, no one could take this

volume of business from me and it wouldn't be necessary for me to travel so hard. I began passing up the early Monday morning trains and would come in at Friday noon. Now and then I would rush through the week's work and get in home on Thursday night. My sales held up very well for a few months and then I ran into trouble. One week in May, I lost three big coffee accounts. I was startled when I found that three competitive lines of coffee had taken the place of ours.

## THEN THE FLOOD DESCENDED

I asked these merchants what was the matter and why they had dropped our coffee. Each said he had had complaints on our quality, that our coffees were over-roasted and were not holding up. The next week I lost another account and the following month two more. I became rattled, irritable and instead of writing boosting letters into the Mills, I grew sarcastic, magnified every complaint, and told the manager no one could build a business on the kind of coffee he was turning out. He looked at me strangely but never said a word. I have many times marveled at his patience.

My wife knew there was something wrong and one Saturday she talked with me quite awhile. I told her my troubles, that the Mills were overcharging on coffee, that they weren't maintaining standards and I was losing my business. Then she told me that perhaps my coffee hadn't changed, so much as I had myself. When she first married me I had been full of energy, willing to work six or even seven days a week, and, although she liked to have me home Fridays and Saturdays, she felt the whole trouble was with

me, that I wasn't on the job as I once was. I am thankful that I appreciated her courage and saw she was right.

That week I left for the territory on Sunday night and was early at work Monday morning. I fought the balance of the year to get back my volume but simply couldn't. I lost \$20,000 in sales by the end of the year and it took me three years to reach the volume I had lost through six months' neglect. Many a time I wanted to quit, many a time I wanted to "Pass the buck" to the Mills that prices were out of line or quality was not being maintained, but down in my heart I knew that I had been dead as a salesman for six months. I had telephoned accounts, worked too fast, and had used no enthusiasm in my sales.

A hundred-pound case of coffee lasted a merchant a little longer each trip; I would miss an order, then the merchant would have coffee three months old and then

the housewife would complain that quality had been lowered. It was all my fault and I knew it. I kept saying to myself, over and over again, that my coffee business was up to me. If it slipped it was because I had slipped as a salesman. I have repeated this since then a hundred times. I never attend a sales meeting that I do not refer to it, because this experience is burned so deep in my memory.

If there is any one in the world that I admire it is the young old salesman who still works his territory with energy. We have more than a dozen such on our staff. One man especially is prominent in that line as I write. It is a marvel how a man of his age will drive, cover his territory so completely, keep so cheerful, seldom offer a complaint and continue to lead his branch in sales.

My hat is off to the boys who never grow old. And a man never is regarded as being old until he stops delivering the goods.

---

## THE UNDERWEAR & HOSIERY REVIEW

---

## SWEATER NEWS & KNITTED OUTERWEAR

---

## THE JOURNALS OF THE KNIT GOODS TRADE

---

## REACHING DEALERS, JOBBERS, MANUFACTURERS

---

PUBLISHED MONTHLY BY

---

THE KNIT GOODS PUBLISHING CORPORATION

---

321 BROADWAY, NEW YORK

---



## They Built Better than they knew

DOWN the long, long trail into the dim hereafter, have gone those sturdy pioneers whose plodding oxen and creaking wagons rutted deep the trail to Oregon.

IT was they who laid the foundation for a great empire beneath the setting sun—and they built better than they knew. Great cities stand where once they reared the log walls that sheltered them. The Oregon country, where once their campfires glowed, is now the home of more than a million happy and prosperous people. Portland alone has an estimated population of more than 340,000.

TODAY, in this great Northwest, with its wealth and resources in abundance, products—YOUR products—are wanted. Let the merchandising bureau of the Northwest's largest afternoon newspaper—the Oregon Journal—show you how best you can enter your market here. This service is yours for the asking.

Write today for data.

# Oregon Journal

PORTLAND, OREGON.

Representatives

BENJAMIN & KENTNOR M. C. MOGENSEN & CO.

900 Mallers Bldg.,  
Chicago

225 Fifth Ave.,  
New York

Examiner Bldg.,  
San Francisco

Title Insurance Bldg.,  
Los Angeles

Securities Bldg., Seattle

# LARGEST Afternoon Newspaper In The NORTH WEST

# Advertising in Western Canada

Should be guided through a choice of mediums picked from a knowledge of the peculiarities of this productive field.

## The Free Press Prairie Farmer

Published weekly at Winnipeg by the publishers of the Winnipeg Daily FREE PRESS

Is far more than merely the rural weekly edition of a daily newspaper.

It reaches closer to its clientele, in many ways, than any publication of the Standard Farm Journal Type.

It should be first choice in this field for *Farm Circulation*, and an indispensable part of any *general campaign* for universally used commodities.

**Circulation, 70,000—Rate, 25c per line  
(Milline Rate, \$3.67)**

**Ask Any Advertising Agency**

Represented in U. S. A. by HENRY DE CLERQUE, Inc.,  
Chicago, New York, San Francisco, Los Angeles

## Chicago Advertising Post Holds Beach Frolic

Several hundred Chicago advertising men and their families joined with the members of the Chicago Advertising Men's Post No. 38 of the American Legion in celebrating the Post's second annual beach frolic Saturday, August 11. The frolic was held at Fort Sheridan, Ill., through the co-operation of the officers of the regular army troops there. Swimming, boxing exhibitions and field sports in the afternoon and a dance in the evening composed the program of entertainment. The Chicago *Daily News* boys band of seventy-five pieces helped make the occasion a carnival affair. Proceeds from the frolic will be devoted to disabled veterans welfare and Americanization work. The Legion Post was assisted by a large committee of advertising men who are not Legion members in making a success of the event.

## Arrow Collar Sales for First Six Months Show Gain

Cluett, Peabody & Company, Inc., Troy, N. Y., manufacturer of Arrow collars, shirts and handkerchiefs, Aratex collars and Gotham shirts, for the six months ended June 30, 1923, reports net sales of \$15,618,693 as against \$12,142,646 for the first half of 1922.

Net profits for the six months ended June 30 of the current year amounted to \$2,253,612 compared with \$1,407,074 for the same period last year.

## J. J. O'Carroll with Hathaway Advertising Company

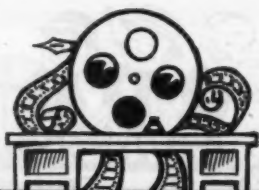
John J. O'Carroll, for the last two years with the Springfield, Mass., office of Thos. Cusack & Company and previously with their New York and Chicago offices, has assumed the management of the Hathaway Advertising Company, New Bedford, Mass., and the J. E. McMahon Company, Pawtucket, R. I., both outdoor advertising concerns. Mr. O'Carroll will make his headquarters at New Bedford.

## New Jersey Fruits to Be Marketed Co-operatively

According to A. L. Clark, chief of the New Jersey State Bureau of Markets, the apple and peach growers of New Jersey are co-operating to market this year's crop. Packing houses have been established at Camden, Bridgeton, Vineland, Riverton, and Burlington. The system is patterned after that used so successfully in California.

## H. F. Nonnamaker Joins Van Patten Agency

H. F. Nonnamaker, recently art director of the Tracy-Parry Company, Inc., Philadelphia, has joined Van Patten, Inc., New York advertising agency, in a similar capacity. He was also at one time art director of Sherman & Lehair, Inc., New York.



## FILM HEADQUARTERS

HERE YOU WILL FIND EVERY-  
THING PERTAINING TO THE USE  
OF MOTION PICTURES IN BUSINESS.

EVERYTHING FROM PLANS AND  
IDEAS DOWN TO THE MOST EFFECT-  
UAL USE OF FILMS, WHETHER IT BE  
DISTRIBUTION THRU THEATRICAL  
OR NON-THEATRICAL FIELDS.

**BOSWORTH, DE FRENES  
& FELTON**  
PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S  
FOREMOST

THEATRICAL  
DIGEST

## The Rialto of the Show World

There is one place where  
showmen from every-  
where congregate, where  
they go to obtain news  
and information, ex-  
change ideas and supply  
professional needs.

That place is **The Billboard**  
**The Billboard** is the Rialto  
of the show world.

It functions just as usefully  
as do the famed Rialtos  
of Venice and New York.

Member A. B. C.

**NEW YORK**  
1493 BWAY. BRYANT 8470  
**CHICAGO** | **CINCINNATI**  
35 50. DEARBORN | 25 OPERA PL.



## The Three P's~

In school we learned our three R's.

In studying the Mississippi Gulf Coast you'll learn something about three P's. The three P's that stand for Popularity, Prosperity and Progressiveness.

Each is found here. Popular as a year-round health and pleasure resort; prosperous as a business resort and agricultural section; progressive in its ideals and accomplishments—the Mississippi Gulf Coast represents a desirable and responsive market for the sale of anything meeting the needs and comfort of a substantial, modern people.

Sell them through the newspaper that for 38 years has been accorded first place in their homes.

## THE DAILY HERALD

Biloxi Mississippi Gulfport  
GEO. W. WILKES' SONS, Publishers

## "COAST BANKER"



SAN FRANCISCO  
and  
LOS ANGELES



Is the trade paper  
of the investor.

Subscribe for and  
advertise in it.

## Advertises Record of Ships Built at Hog Island

The shipyards and cargo ships constructed during war days have long since ceased to be news. When they break into print, which is not often, it is usually to show the large number of emergency fleet vessels that are not being operated. Stone & Webster, Inc., which built the Hog Island shipyard, in its recent business-paper and newspaper advertising has brought out the point that Hog Island ships are for the most part in useful service all over the globe. "Hog Island produced 110 cargo ships," one piece of copy runs. "Today 103 of them are busy on the Seven Seas, although general shipping conditions are such that only one-fourth of the United States Shipping Board fleet is in commission. The Hog Island ships have steamed a total of 9,000,000 miles—400 times around the world. Built under war conditions and at unheard-of speed, it has taken peace conditions and the severe competition of a declining market to show their great commercial value."

## Johnson Gas Appliance Co. to Market New Products

The Johnson Gas Appliance Company, Cedar Rapids, Ia., has bought the Moore Self-Cleaning Rake Company, also of Cedar Rapids.

In addition to manufacturing and marketing the Moore self-cleaning rake, the Johnson company also will place upon the market the following new products: the Du-More self-cleaning rake, the Apex steel garden rake and the Si-Clone sidewalk scraper.

## Eastman Trade-Marks Im- proved Kodak Shutter

The Eastman Kodak Company, Rochester, N. Y., has made application for registration of the trade-mark "Kodamatic" for use on an accurate timing shutter fitted on all special Kodaks. Advertising in national weeklies of September 15 will call attention to this feature which has been on the market for more than a year.

## New York Agency Appoints Western Representative

The D. C. Kreidler Company, Chicago publisher, has been appointed Western representative of the Educational Advertising Company, Inc., New York. The latter will act as Eastern representative for *Junior Home Magazine*, published by the Kreidler company.

## Willys-Overland Net Earnings

The Willys-Overland Company, Toledo, O., Overland and Willys-Knight automobiles, and its subsidiaries report net earnings of \$5,202,918 for the second quarter of 1923. During the previous quarter net earnings amounted to \$2,729,468, making a total of \$7,932,386 for the six months.



## To Make Modern Agency Service More Valuable

- The more intimately an agency may study any selling problem, and the more frequent the contact between advertiser and agency, the more favorable are the chances for greater success of both sales and advertising efforts.

It was the realization of this fact that led to our locating in Utica, 8 years ago. Our services assume greater value for New York State industries, because our central location permits of more frequent contact and closer relations with them.

How valuable our work has been to those whom we are serving, is indicated by the fact that our clients' businesses have grown and so has ours.

**MOSER & COTINS** *Advertising*  
UTICA, N.Y.



*Member*  
AMERICAN ASSOCIATION  
OF ADVERTISING AGENCIES

# Truth

Established 1898

412 Eighth Avenue  
New York City, N. Y.

## INTRODUCTIONS

You can "sell" a man more easily if you have been introduced.

Catholics will listen to you with loyal interest if you speak to them in the columns of their own papers.

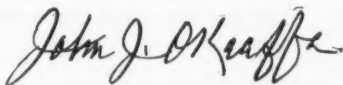
In their own papers you speak to them in an atmosphere of confidence. They will believe you without discount.

A Catholic feels toward an advertiser in a Catholic paper just as you feel toward a stranger met in the house of a friend.

He knows, first of all, that he can trust his own papers. They are published in all sincerity in a cause in which he is vitally interested. He feels that anything he reads in them is as good as the spoken word.

TRUTH MAGAZINE has been a member of the Audit Bureau of Circulations seven consecutive years.

TRUTH MAGAZINE goes to press on the 10th of each month. Copy received up to September 10th will be in time for insertion in the October number.



*President.*

**EDWARD P. BOYCE**

Eastern Advertising Office  
706 Emmet Building  
New York, N. Y.

**JOSEPH P. SHELLS**

Western Advertising Office  
906 Boyce Building  
Chicago, Ill.



## Advertising a Complete Unit Awakens Sleeping Demand

**Ohio Public Service Company Finds That It Can Readily Increase the Residential Consumption of Electricity by Giving Especial Consideration to Kitchen Lighting Equipment**

**D**URING a recent campaign, the Ohio Public Service Company added almost a half million kilowatt-hours per annum to the residential lighting consumption of the communities it serves. Before the campaign is completed the added electric consumption will return net yearly earnings sufficient to pay the interest upon \$3,500,000 worth of bonds. The success of the advertising lies in the fact that the company endeavored to locate an inarticulate demand and then proceeded to satisfy the unexpressed want.

The idea was evolved by T. O. Kennedy, general manager of the company. Mr. Kennedy set for himself the task of bringing together a lighting unit which would furnish satisfactory artificial light in the kitchen.

After study and experiment it was decided to use a combination of fixtures or parts made by manufacturers whose names are known practically wherever electricity is used. The combination was called the Daylight Kitchen Unit. The fixture selected is made by the F. W. Wakefield Brass Company, the glassware by the Ivanhoe-Regent Works of the General Electric Company, and the lamp is the National Daylight Mazda Lamp.

When this much had been settled upon, plans were laid to sell at least 20,000 of these units. As the first step, buying was made easy by offering to install the complete unit for six dollars, on thirty days' trial, no down payment and the total cost spread over twelve monthly payments of fifty cents.

Next a series of newspaper advertisements was prepared. The copy, which stressed the impor-

tance of daylighting the kitchen, was inserted on a twice-a-week schedule. The second week of the advertising, there was sent to each domestic customer, a two-color mailing card with stamped return postcard. The return card constituted a complete sale, installation permit and time payment agreement.

The third week canvassing began. Each salesman was provided with a carrying case. This contained a sample unit wired with cord and plug so that it could be demonstrated in the prospective customer's kitchen. Salesmen were paid one dollar per unit sold. In addition there was a special bonus.

Two problems that arose early in the campaign called for considerable ingenuity in their solution. The first was that in many kitchens, the kitchen light-outlet is the only one in the room to which an appliance may be connected. This led to the plan being amended to provide for installing a convenience outlet in all such cases. A flat price of three dollars was placed on the convenience outlet and over 525 have been installed so far.

The other difficulty had to do with those families who do not own their own homes. It was argued that people who rent would not care to improve the landlord's property to the tune of six dollars. A special renter's proposition was evolved to meet this condition. The company offered to take down the old fixture, wrap it and store it. If the renter should move before the final payment had been made, the company would replace the original fixture without charge and the renter could move the new kitchen light to his new premises.

Within thirty days, as a result of the campaign, the company sold 3,599 complete kitchen lighting units in seven communities having an aggregate of 31,682 customers. Nor is popular interest being allowed to lag. Newspaper advertising has been continued in by most of the Ohio Public Service Company properties since the campaign opened.

*Are You This Type of*

## COPY MAN?

We want a copy manager whose ambition in life is to produce "successful" copy. One who is versatile in his treatment of widely varied copy subjects.

He must have the executive ability to take charge of a healthy young Copy Department and build it up; but he will have to do much of the writing himself—at first.

We want to sell this man, as well as the Copy Department which he will direct, to clients and prospective clients, as a strong feature of our agency service. He will be called upon to sit in on conferences with the client, and to co-operate with the account executives in formulating copy angles.

To such a man who would like to come to Canada, we offer a salary well in keeping with his ability. He will find congenial surroundings in one of Canada's largest Agencies; with an opportunity to develop a really big position for himself both in a financial and business way. This Agency has an established reputation for a very high standard of advertising production—and is now serving more than 35 leading Canadian and International advertisers.

If this description of the man we have in mind fits in with your summary of yourself, write us in detail about your past experience and your future aspirations. Send your photo, together with a few samples of copy you have written from copy angles developed by yourself. Address, President, Box 84, Printers' Ink.

## This Store's Buyers See All Comers

A. I. Namm & Son, Brooklyn, Seek to Cultivate Good-Will of Wholesalers' and Manufacturers' Salesmen—Publishes Weekly Bulletin Especially for Them—Lists Store's Needed Purchases

**S**ALESMEN calling upon the department-store trade often have great difficulty in seeing buyers and sometimes have to leave without an interview after wasting hours in the sample-room. This is one of the serious drawbacks in selling to the big store.

It is impossible to eliminate all of the bad features of the sample-room system or to put a big store on as personal a basis as the small one, where the proprietor does all the buying, but it is possible to bring about a better understanding between the store and the salesmen who wish to sell.

A disappointed or annoyed salesman may often leave a sample-room determined never to bother with that store again. Then the store loses contact with a valuable source of supply. More often than not fine merchandise starts quite humbly and from insignificant beginnings; it isn't always the big manufacturer who has the best bargains. For this reason it is obviously quite important for buyers to see the little fellows who come knocking at the door.

In an endeavor to create friendship and bring about sympathetic understanding between store and salesmen, the A. I. Namm & Son department store of Brooklyn is publishing a weekly bulletin, called "Buying News," for the benefit of salesmen who call at the buying office.

The "why" of this bulletin is thus explained in one of the issues:

To help you sell us more easily and to help us buy from you more easily.

To further the aims we had in view when we opened the Namm Buying Office in the heart of Manhattan.

The Namm Store, as represented by

## Motion Picture Advertising?

Can motion pictures really *sell* your product?

Can an effective dealer tie-up be effected?

Where are your audiences?

If you contemplate theatrical distribution—

Have you found a national organization willing to guarantee theatrical distribution?

Do you expect the theatre owner to lend you his screen without recompense?

Do you know of any advertiser who is now getting really national theatrical distribution?

Or, if you contemplate non-theatrical distribution—

Are these audiences organized for picture showings?

Have they screens, projectors, operators?

What organization will distribute your picture?

Has it the resources, field force and clientele to secure adequate distribution?

Will your producer guarantee distribution?

Will he wait for his money until this distribution has been delivered? Why not?

If you have a motion picture, or plan to make one, these problems will come before you. Perhaps we can help you. Let our representative talk them over with you. No obligation, implied or otherwise!

## THE SCREEN COMPANION

A MAGAZINE ON THE SCREEN

DISTRIBUTED NATIONALLY TO  
NON-THEATRICAL AUDIENCES

TELEPHONE,  
GRAMERCY 2661

71 WEST 23rd STREET  
NEW YORK

## "Wheat on the Brain"

Under that title an editorial by the Editor of BETTER FARMING appears in this month's issue of that paper.

Advance proofs were sent to the principal advertising advisers in every state, some of whom were alarmed at the possible effect on general business this fall on account of the drastic drop in the price of wheat in recent weeks.

Letters of appreciation are coming in every mail.

Requests are made for extra copies, 10, 20, 50, 100 and even 750, to be distributed among salesmen, branch houses and customers.

One sales manager of a \$5,000,000 corporation writes:

*"It is a remarkable article and deserves wide publicity."*

A manufacturer writes:

*"It is a wonderfully clear, concise, intelligent handling of this subject which has caused such a flurry."*

The head of an Eastern advertising agency writes:

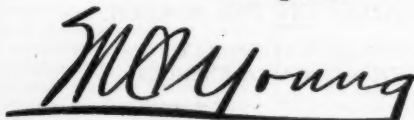
*"Whenever something comes editorially from BETTER FARMING with the Editor's sig. Fred'k L. Chapman, I know I shall be repaid for reading it. This 'Wheat on the Brain' stuff is mighty well conceived, well written and WILL DO IMMENSE GOOD."*

You may have seen this editorial since newspapers in almost every important city have reproduced it. If, however, you wish a copy, a mere request will bring it by return mail.

**BETTER FARMING,**

141 W. Ohio St.,

Chicago, Ill.

A stylized, handwritten signature in dark ink, reading "M. O. Young". The signature is written in a cursive, flowing style with a prominent initial "M".

V. Pres. & Gen. Manager.

our buyers and their assistants in this office, wants to make you welcome.

If you have something to offer us, we want to see it.

We don't want to keep you waiting any longer than necessary.

That is part of our system here.

Then, we want to go one step farther; therefore—

"Buying News" has been established.

So that you can swap ideas—with us and your fellow salesmen.

So that you can more easily learn just what we want.

Hence our "Open to Buy" column.

So that our relations with you will be as friendly as we and you can make them.

If you have ideas on the way this buying office is run tell us about them. We'd like to print them. If you don't want them printed, well and good. We'll just listen.

One page of the bulletin is devoted to special merchandise which the Namm store is looking for. This information, circulated quickly and widely through the salesmen, has brought the company into touch with many new sources of supply. For example, one of the items listed in one issue was a certain type of dress trimming. It could not be found anywhere in the wholesale market, but a dress manufacturer who had obtained a copy of the bulletin happened to be overstocked with this particular merchandise. At another time georgette crepe at a certain price was desired. No one in New York had it. A salesman who had called at the Namm buying office and had secured a copy of the bulletin was passing through Denver and while there showed the bulletin to a friend of his in the silk business. This man had just what Namm was looking for.

Another page carries a list of the names of the buyers of all departments. One interesting feature is a "score board," which gives the number of salesmen who visited the buying office during the week and the number who were seen. Here are a few typical scores: "Last week 1,844 salesmen visited the Namm buying office. Last week 1,844 salesmen were seen by Namm buyers." Another one says that "Last week 2,246 salesmen were interviewed by our buyers; of this total 1,152 called and were seen on Tuesday." Each score car-

## **Wanted** **AGENCY EXECUTIVE**

**With Wide Automotive  
Experience**

A WELL-KNOWN ORGANIZATION of national prominence serving automotive manufacturers offers an exceptional opportunity to an advertising agency executive with extensive automotive experience. This man should have a substantial record of practical performance in developing automotive accounts through sound merchandising counsel as well as creative advertising ideas. The ability to assume complete responsibility in directing and executing merchandising campaigns for automotive manufacturers is a prerequisite to this connection. The man meeting our requirements will be offered a most liberal financial arrangement. Feel free to give us in confidence complete information regarding yourself.

*Address*

**"F. R." Box 88  
Printers' Ink**

## *Some Publisher wants more contracts*

I want to get them for him. I know every phase of newspaper advertising—soliciting, building up local accounts, national business, writing copy, helping merchants with sales problems, etc. Have wide acquaintance with agencies large and small throughout the United States and Canada. Have acquired a fund of facts and figures on advertising and merchandising that will enable your special representative to secure new and unthought-of business. I have a job—always have had. What I want now is a permanent location in a city of from 50,000 to 100,000 and a hand in making a live newspaper livelier and bigger. I love it! Credentials from the best in the publishing business.

**Address "C. W. C."  
Box 81, care of Printers' Ink**

## *Available*

*October 1<sup>st</sup>, Agency executive with a wide range of experience covering accounting, space buying, forwarding, checking and General Office Management, desires to make connection where the responsibility will be as great as the one I now hold but the opportunity for development to depend entirely upon my ability.*

*Address "E. P."  
Box 87, Printers' Ink.*

## **Sales Manager— Textiles**

**WILLIAM L. FLETCHER, INC.** has been commissioned to locate a man who can handle a tough job in New York City as Sales Manager in connection with textiles. To be considered, a man must have some knowledge of the production, markets and channels of distribution. He should thoroughly understand principles of merchandising, preparation of sales problems or matters pertaining to sales quotas, inventories, and the direction of a sizable sales force. Salary will be adequate to meet the needs of the *very best* man that can be located. All replies will be treated with strict confidence. Address Walker W. Daly, William L. Fletcher, Inc., 93 Federal Street, Boston, Mass.

ries the statement that every salesman calling on the store is granted an interview with the buyer.

The original plan in regard to the distribution of the bulletin was simply to give them to salesmen calling at the sample-room. Many manufacturers, however, have requested that their names be placed on the mailing list so that they can receive it regularly.

The bulletin accomplishes three definite things: it creates goodwill for the store among the salesmen, gives them a better understanding of its policies and desires and is opening many new sources for hard-to-get merchandise.

## **Chiropractors Use Advertising to Overcome Public Prejudice**

**B**ELIEVING that natural prejudice against anything new that tends to upset established custom has been hurtful to their business, the chiropractors belonging to the Western New York section of the New York State Chiropractors' Association are using newspaper advertising co-operatively to overcome this condition. **PRINTERS' INK** has previously mentioned similar co-operative campaigns which were conducted by the chiropractors of Oklahoma and Indiana for the purpose of fighting unfavorable legislation.

The first advertisements in this New York campaign, appearing in Buffalo newspapers, were full-page, and plans are being made to work out a more extended campaign. While the Buffalo campaign is admittedly an experiment, those actively identified with the movement say they hope to prove that sufficient results can be attained through advertising their side of the case to lead the State association to plan later on for a State-wide campaign. The Buffalo copy is being written by a member of the local organization and the advertisements are signed by fifty chiropractors of Buffalo,

## What Fort Wayne Thinks of Its Morning Newspaper

# The Journal-Gazette

*Exclusively Morning*

Led the Afternoon Competitor  
By 128,954 Agate Lines in the month of July

### *A Sermon in Figures For Space Buyers to Consider Seriously*

REPORT OF PAID ADVERTISING (AGATE  
LINES) CARRIED BY THE JOURNAL-  
GAZETTE between January 1 and June 30,  
inclusive, of the years 1923 and 1922.

	<i>Lines 1923</i>	<i>Lines 1922</i>	<i>Gain</i>
National Display Adv.	668,738	596,330	72,408
Local Display Adv....	3,207,904	3,085,726	122,178
Classified Adv.....	955,130	691,790	263,340
<b>TOTAL incl. of Legals. &amp; Readers.....</b>	<b>4,831,772</b>	<b>4,373,846</b>	<b>457,926</b>

L. G. ELLINGHAM  
President

A. SCHAEFER  
Advertising Director

National Representatives  
CHAS. H. EDDY COMPANY

### Hamburg, Niagara Falls and Tonawanda.

The first advertisement shows "before and after" photographs of an eight-year-old girl who was injured in a gymnasium and later cured by a chiropractor. The child's injury was at first diagnosed as lockjaw and her case was pronounced hopeless, but, according to the copy, the chiropractor "analyzed the case and found a cervical vertebra out of position to such a degree that pressure was produced on the spinal cord which produced a contraction of all voluntary muscles in her body."

The copy goes on to tell how the child was free from all symptoms, and was able to run and play with other children four weeks from the time the first chiropractic adjustments were given. The heading of the advertisement is "Chiropractic Results."

Arthur L. Mason, formerly with the advertising staff of the Walla Walla, Wash., *Bulletin*, has joined the copy staff of the Arcady Advertising Company, Portland, Ore.

### Pierce-Arrow Organizes Finance Corporation

The Pierce-Arrow Finance Corporation has been organized under the New York State banking laws, with a paid-in capital and surplus of \$250,000, to engage in the business of purchasing for rediscount the notes and acceptances of the distributors and their customers given in connection with the sale of Pierce-Arrow products. The entire capital stock of the new corporation is owned by The Pierce-Arrow Motor Car Company, Buffalo, N. Y.

Myron E. Forbes, president of the Pierce-Arrow company, heads the finance corporation.

### Glen Buck to Direct Martin & Martin Shoe Account

Martin & Martin, New York and Chicago, shoes, have appointed Glen Buck, of the Gardner-Glen Buck Company, Chicago, to handle their advertising.

### New Jersey Newspapers to Hold Institute

The second annual New Jersey Newspaper Institute will be held under the auspices of the New Jersey State Press Association at Rutgers College, New Brunswick, N. J., September 10 and 11.

## Building and Construction Materials

Are you interested in a list of references to articles that have appeared in the PRINTERS' INK Publications on the advertising and merchandising methods of manufacturers of the following products: Brick, Tile, Paving Materials, Wire Fencing, Wall Board, Roofing and Cement?

Among the organizations whose activities have been described in PRINTERS' INK are:

Certain-teed Products Corp.  
Johns-Manville, Inc.  
The Barrett Co.  
Universal Portland Cement Co.  
Alpha Portland Cement Co.  
Vermont Marble Co.  
American Face Brick Association  
Anchor Post Iron Works  
Cyclone Fence Co.  
Beaver Board Companies

Cornell Wood Products Co.  
U. S. Gypsum Co.  
Illinois Zinc Co.  
West Coast Lumbermen's Ass'n.  
New Jersey Zinc Co.  
Master Builders Co.  
National Paving Brick Association  
Atlas Portland Cement Co.  
National Fireproofing Co.  
American Fence Construction Co.

A few copies of this list prepared by our Research Department are still available. We will gladly send one to any executive who writes for it on his business stationery.

**THE PRINTERS' INK PUBLICATIONS**  
185 Madison Avenue New York



**C**REATING and printing literature that is strikingly different, yet dignified,

expressing the true quality of the product advertised,

analyzing and utilizing its merchandising advantages—

these have been the achievements of this organization for many years in fulfilling the printing requirements of many of the largest users of this type of advertising in the country.

We suggest the advantages of employing this ability to the end that your literature become the power for promoting sales that it should be, and we invite your inquiry.

*Write either office*



**Rogers & Company**

*Producers of Planned Printing*

20th and Calumet  
Chicago

8th Ave. at 34th St.  
New York

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF

C. B. Larrabee Bernard A. Grimes  
E. B. Weiss August Belden -  
Ralph Rockafellow

Chicago: G. A. Nichols  
D. M. Hubbard  
London: Thomas Russell

NEW YORK, AUGUST 23, 1923

## Advertising to Start More People in Retailing

We understand that most of the campaigns that have been conducted by manufacturers to set people up in the retail business have not been particularly successful. Many reasons are ascribed. The principal difficulty, however, is that the products exploited were peculiar and in themselves did not offer sufficient opportunity for establishing a specialty business.

Just the same the idea is fundamentally sound. Manufacturers should have something to say about this matter. If there are too many retailers in a field, the manufacturers distributing in this field will suffer. Likewise if there are not enough distributors in a line, manufacturers will feel the effect of the dearth.

For this reason advertising efforts such as those of the Yellow

Cab Manufacturing Co., to get men to go into the taxi business, should be resultful. Of course, the obstacle with which this advertiser has to contend is that there are entirely too many taxis in our large cities. Nevertheless there is still plenty of opportunity in the taxi business. There are still many towns and small cities that need a reliable taxi and livery service. Even in our large cities, there is always room for a company that is able to put the taxi business on a plan of courtesy, service, safety and reliability.

It is this that suggests a plan of action to the manufacturer who wishes to locate more retailers in his line of business. PRINTERS' INK has frequently pointed out that there are too many retailers in many lines only because those retailers are too closely congested in certain sections or because they are in the wrong branch of the business. It is admitted that the grocery business, for instance, is overcrowded, but at the same time there are hundreds of splendid locations for delicatessen stores still unoccupied. Neither are there enough dealers in green groceries in this country.

The retail clothing business is generally supposed to be done to death, but notwithstanding Hart Schaffner & Marx often find choice openings for merchants who are looking for promising locations. Many communities have no good electrical contractor or shoe store or tailor or women's specialty shop or some other kind of a retail establishment that should be in every community. There are opportunities even in the much abused retail coal business. During the sellers' market of the last few years, many coal dealers did not find it necessary to extend either service or courtesy to their customers. They have built so much ill-will that if a new retailer would start up with modern ideas of decent commercial practice, the disgusted community would flock to him.

The point we are trying to make is that despite all we hear about the ranks of retailers being overcrowded there is still ample op-

portunity in the retail business and that manufacturers are justified in promoting these opportunities. At least manufacturers are on the right track, when they steer prospective merchants from the overcrowded sections to sections that need stores of a certain type.

### **Where Institutional Advertising Could Not Compete**

Scores of articles in **PRINTERS' INK** have testified as to the value of institutional advertising. There are occasions when a concern can advertise only as an institution. Institutional advertising is a recognized, well-established form of promotion and it requires no defense at this time.

Just the same many advertisers seem to be in doubt when to use institutional copy. Frequently they use copy of this type, when they should be employing copy of a more intensive selling kind. A number of advertising campaigns have been chalked up as failures, simply because the advertiser, with his fine dignified "messages" was not able to compete with the shirt-sleeve advertising methods of his competitor.

Two rival campaigns of this sort are going on at present. Both companies are old, well established and enjoy an international reputation. They both manufacture a variety of products. One concern has largely confined its advertising to institutional copy, while the other has always favored the advertising of individual products. Both are regarded as successful advertisers and are fully entitled to this reputation.

About five years ago, one of these companies brought out a radically different kind of product. Soon after the other company introduced a similar device. Gradually all the other houses in the industry added a product of this type to their lines, but most of the advertising for the innovation has been done by the two leading concerns, whose methods we have been comparing. The first house continued the advertising methods it has always used.

It is merely tying up the new product with its whole line and is featuring the institution as being the big factor in its proposition. The second house is advertising the innovation in a most intensive way. Large space is employed. Dozens of uses for the product are interestingly set forth. The testimony of users is being presented effectively. Advertising is scouting through numerous fields to find customers for the product.

Last month the industry made a survey to find out how much had been accomplished in the marketing of this new product thus far. Among other things, it was discovered that the advertiser who uses intensive copy has been getting 65 per cent of the total business. The other 35 per cent went to eighteen houses. Among these is the other advertiser, whose sales on this particular article as compared with the industry's total is less than 10 per cent.

Institutional advertising has done very well for this company's old products, because they are well known and are in extensive use. It has not done well, however, for the new product, because the uses for the article had to be "sold" to prospects who knew nothing about the device or what it will do.

### **Advertising Creates New Gift Seasons**

Within a few weeks ten million young folks will return to school. The same thing occurs with regularity each year. During the last few years manufacturers, other than those most directly affected, have come to appreciate the significance of this annual event.

A watch company, for instance, finds in the yearly return to school an opportunity for a gift suggestion. Adolphe Schwob, Inc., is the advertiser. The copy mentions that all of the ten million students will have to be prompt and punctual each day for nine months to come. "A genuine need to own—a wonderful opportunity to sell—Tavannes watches," the text of a trade advertisement advises.

It is claimed in the copy that going-to-school time is the third big opportunity for watch sales, Christmas and graduation being the other two.

The fountain pen and mechanical pencil people have also made capital of the opening of school. Both items are being advertised as logical gifts at this time of the year. There are many others that could be mentioned. A list is not necessary, however. The three incidents referred to suffice to clarify the point, which is that these advertisers have succeeded in creating a new gift season.

And the accomplishment is indeed noteworthy. The idea of giving gifts is no longer confined entirely to Christmas week. Today, there are at least a half-dozen major occasions when gifts become the order of the moment.

### **Holding the Gypsy Salesman**

There are men who can sell, who seem to be gypsies by nature. They are heard of as bright stars in the sales department of a vacuum cleaner company, and six months later they are doing fairly well for a big wool house. Like the journeymen workers of a day that is past, they apply their kit of selling tools now for this concern, now for that. Many of them get a bad reputation as wanderers, as men who cannot get along in an organization. Some of them deserve it. Others are valuable material and have often been turned into real stars and stickers by sales managers who have patience and a knowledge of human nature.

They often have, when they arrive, that enviable polish so often acquired by rolling stones—as a recompense, perhaps, for a lack of moss. And this polish or poise, a valuable asset for a man who must continually meet and know other men, has been turned to good account by a certain big shoe concern. The sales manager of this company has won a reputation for having built an all-star sales cast. Most of them were gypsies before he met them.

He has induced them to trade the joy and lure of the job that is ever new for a permanent place around the company fire-side, by the simple expedient of trying to understand them.

He explains the method by saying, "Most selling organizations throw the good, bad and indifferent salesmen into one mass and handle them all in approximately the same manner. You can't hold the stars by any such process. Every good man is a problem in himself; genius can't be wisely handled in the mass. A study must be made of each individual. A real star can't be made an insignificant cog. He must be permitted to exercise his own initiative and resourcefulness. We have one man who was employed by thirty-five different concerns in the twenty years of his selling experience. When I hired him I was warned he wouldn't stick. He told me recently, after three years with us, that he was here to stay. We merely made him happy in details of his job. We studied him.

"The reason for much of the high turnover rate among salesmen is up to the manager of the department. He doesn't study human nature. He thinks he can drive the high-strung man with the unimaginative herd, and it can't be done." Perhaps this sales manager exaggerates, but his idea that sales managers should make a more sympathetic and conscientious study of the character of their men, and train themselves in tolerance and patience is worth consideration. Gypsies have been known to give up the lure of the open road when they were offered an attractive place to stay.

### **Pee Gee Paint (Account for Maxwell, McLaughlin)**

The Peaslee-Gaulbert Company, Inc., Louisville, Ky., Pee Gee paints, varnishes and enamels, has placed its account with Maxwell, McLaughlin & Company, Inc., Chicago advertising agency. Fall plans call for larger newspaper space, some farm publications and business papers. In 1924 the farm-paper advertising will be extended and outdoor advertising will be added to the program.

# Is your catalogue a "helpful salesman"?

The "Little Schoolmaster," in a recent issue of *Printers' Ink*, devotes half a page of favorable comment to the catalogue of Arrowhead Hosiery recently issued by the Richmond Hosiery Mills, Inc.

"The Arrowhead Catalogue," he concludes by saying, "is an excellent example of a catalogue that is a helpful salesman."

This book was planned and written by Messrs. Cecil, Barreto & Cecil and printed by us. It is gratifying to have been associated with the production of a catalogue which has earned such high praise.

## Charles Francis Press

*Printing Crafts Building*

*Telephone Longacre 2320*

**461 Eighth Avenue, New York City**



## Helping Other Executives to Help Themselves

It is because leaders in business, like the Knox Gelatine Company, believe in helping others to help themselves that sound ideas on selling, merchandising and advertising prevail.

Executives of such companies give their selling ideas to the PRINTERS' INK Publications and subscribe to them so that they too may be enabled to help themselves.

## Charles B. Knox Gelatine Co., Inc. individuals who are readers of PRINTERS' INK and PRINTERS' INK MONTHLY:\*

NAME	TITLE	WEEKLY MONTHLY	
Mrs. Charles B. Knox	<i>President</i>	Yes	Yes
J. C. Knox	<i>Vice-President</i>	"	"
M. W. Wilms	<i>Advertising Mgr.</i>	"	"

\*Information furnished by the Charles B. Knox Gelatine Company, Inc.

## Federal Advertising Agency, Inc., individuals who read PRINTERS' INK or PRINTERS' INK MONTHLY:\*

NAME	TITLE	WEEKLY MONTHLY	
Robert Tinsman	<i>President and Account Executive</i>	Yes	Yes
J. J. Geisinger	<i>Vice President and Account Executive</i>	"	"
Carl Kaufman	<i>Treasurer and Account Executive</i>	"	"
John Lee Mahin	<i>Director and Account Executive</i>	"	"
John F. Woods	" " " "	"	"
Milton Goodman	<i>Account Executive and Writer</i>	"	"
H. S. Richland	" " " "	"	"
F. E. Nixon	<i>Vice President and Director of Copy and Service</i>	"	"
W. C. Bittel	<i>Production Manager</i>	"	No
Fred C. Bruns	<i>Copy and Service</i>	"	Yes
Laura E. Carson	" " "	"	"
Henry Eckhardt	" " "	"	"
Guy Gilpatric	" " "	"	"
Corrine Reinheimer	" " "	"	"
Irene S. Sims	" " "	"	"
Jules Singer	" " "	"	"
Gilbert Brown	<i>Service Detail</i>	"	No
Clifford J. Rohde	" "	"	"
Thos. S. Shanley	" "	"	"
Al. Uboldi	" "	"	"
H. I. Connet	<i>Art Director</i>	"	"
W. L. Guppy	<i>Art Manager</i>	"	Yes
Macgregor Ormiston	<i>Idea Visualizer</i>	"	"
George Chatterton	<i>Engraving</i>	"	"
Henry Goldstein	<i>Printing</i>	"	No
F. J. Kaus	<i>General Business Manager</i>	"	Yes
A. V. B. Geoghegan	<i>Manager, Media Department</i>	"	"
M. J. Foulon	<i>Media</i>	"	"
Fred. W. Kroeck	"	"	"
John W. Cambridge	<i>Director of Market Analysis and Sales Promotion</i>	"	"
E. K. Mitchell	<i>Market Analysis and Sales Promotion</i>	"	"
L. G. Yoder	<i>Market Analysis and Sales Promotion</i>	"	No
Geo. C. Dietrich	<i>Managing Auditor</i>	"	"

\*Information furnished by Federal Advertising Agency, Inc.

# The Little Schoolmaster's Classroom

A DAY or two ago a motion picture company came to "shoot" a picture on some roofs opposite the Schoolmaster's office. There wasn't a stroke of work done for three days at the Heinkel-Weber Waist Company, as the actors and actresses shot revolvers and made love. At Gluck & Stern's blouse factory not a needle was used. Instead, the operatives, craning from countless windows, dreamed of Hollywood and their repressed desires to be movie stars.

We ourselves could not help noticing the busy director. It seemed to us he had a lesson for the man who manages a sales force.

The thing to be sold to the public was that action up there on the roof. It was a joy to see how the sales manager, the director, was able to plunge in and take the part of any individual to show how it ought to be done.

\* \* \*

When the glossy-haired villain, who had the soda clerk's habit of throwing back his head to get his long locks out of his eyes, jumped about the roof waving his revolver in a rotary motion, it was a pleasure to see the director take it out of his hand and show him the right way to hold it as he crouched low, walking up to his prospective victim like a tiger to its prey. He had it over the villain like a tent, as an actor.

Then when the "phoney" policeman walked up the stairs, with a club in his left hand, which he didn't know how to use well, the director was able to jump into his part and show him, also, how it should be done. The heroine received help from the same source. The hero was shown how to use his fists in the big fight. When the hero and villain rolled off the roof, for a three-foot drop to a ledge below, the director made them rehearse it three times.

There he was, a busy man in shirt sleeves, with an old battered

straw hat on his head, and although many funny things have been written about movie directors, it struck the Schoolmaster that this one had a lesson for all men who direct others.

The director never appears in the finished picture. Every one of the people who do appear in the finished picture are his inferiors in the job they are supposed to do. He is able to jump in at any time and show them on the spot how to improve their work. And he does it with speed and dexterity.

The same ability would keep many wild-eyed theorists out of the sales manager's job. A man has a whole lot more respect for a chief who can do the job better than he can so long as the chief doesn't want to get all the credit for it, and so long as it isn't done in a superior way. The salesman looks to his superior for leadership. Every man on the road admires resourcefulness in his chief. This director, sales managing a movie company, worked straight from the shoulder. He took the megaphone and yelled directly at the man who wasn't doing his work right, then put down the megaphone, rushed over and showed him just how it should be done. A minute later he told the actor in front of the rest of the company that he was improving. He gave a very practical demonstration of sales management on the spot. It seemed to improve the efforts of his salesmen about 40 per cent.

\* \* \*

If he had said, "Be graceful, be more aggressive, crouch more realistically, use your pistol like a gunman," or any of those other directions, and had not been able to show exactly what he meant, the director would have lost effectiveness. Demonstration on the spot, quick training at the moment it was most needed, immediate and public commendation when the job was done right, these





## Flexlume Signs Tell Your Story at a Glance

**S**IMPLY your trademark in the form of a Flexlume Electric Sign at each of your dealers' doors is enough to tell your story to the thousands who pass day and night, enough to recall to their minds what they have learned of your product through other forms of advertising. A Flexlume "ties" your whole campaign right up to the place the goods are sold.

You will be surprised to find how little Flexlumes cost when ordered in quantities. Let us send you a sketch showing your trademark in the form of a Flexlume Sign and tell you of the many large advertisers who are using them.

**FLEXLUME CORPORATION**  
32 Kall Street

**BUFFALO, N.Y.**



## **An able sales- advertising executive— A trained negotiator**

A strange chain of events through the past year has altered the future plans of an unusual man. He is a gifted and graphic writer and talker—a keen analyst of thoughts and things. He has a record of success as a manufacturing executive, as a sales-advertising manager, and as an industrial organizer and promoter.

His personal connections cover the country. His breadth of knowledge and human experience are those of a man of fifty. Yet he is not yet forty—and an athlete with a national reputation.

Two types of endeavor appeal to him most. He could conduct for a client a series of negotiations requiring the highest degree of intelligence and tact. Or he would be happy in an association with a well-known advertising agency where his personality, ability and well-rounded experience could be most completely expressed.

Please direct all replies to "G. S.," Box 89, care of Printers' Ink.

## **A trained negotiator— An able sales- advertising executive.**

### **We Want a Man Who is Now Suc- cessfully Selling Trade and Business Paper Advertising**

He will have an opportunity that few men have ever had. The publication he will represent is established and has an advertising story that has tripled the business in two months. We are advertising to try and get the RIGHT MAN—he will know the paper when he hears its name.

We must know—in confidence of course—your present connection and your business history for the last ten years, and you will have to show us that your ability matches the opportunity that we have to offer. Eastern territory. "C. M.," Box 85, Printers' Ink.

things helped the sales force we watched at work on the tin roof in the hot August sun in their job of selling a picture to the movie fans. The Schoolmaster has an idea that the same methods would help almost any sales force, anywhere, at any time.

\* \* \*

A writer of successful advertising, who has made a special study of headlines, admits to the Schoolmaster that an analysis, almost daily, of headlines in newspapers, has been of extraordinary assistance to him in the matter of saying a great deal in a very few words and saying it interestingly.

He keeps a scrap-book of these headlines, and it is his custom to compare all of the headlines for a certain piece of current news, in a number of different newspapers. One writer will take a piece of material and give it more action, reader interest and attention-compelling value than another and to dissect the reasons for this is very helpful.

The following educational elements are listed, for those who wish to brush up on advertising headlines, in their relation to newspaper headlines:

Assists in mastering brevity. The important facts of a story are boiled down to the fewest possible words.

"Saying it with Action." The best headline is the one with suggested motion.

Alliteration. Phrases which "roll off the tongue" easily.

The news flavor—an asset in advertising.

Words which "look well" and are "pictorial" to a degree, as expressed in type.

Getting at the "meat" of a piece of copy for headline purposes.

\* \* \*

The Schoolmaster met a gentleman not long since who is considered a successful writer of business letters, and a remark was dropped which seems important enough to repeat here.

"After careful study of thousands of modern business letters," he said, "I am convinced that the most conspicuous, the most serious



# A Winning Trio

A practically undiscovered field in the prosperous South is now being reached by many alert advertisers who have realized the powerful influence of religious periodicals in the home of the Southern people.

Foremost among this class of publications stands the Methodist Monthly Group, consisting of the Adult Student, the Sunday School Magazine, and the Epworth Era. With a combined circulation of 375,000 (75% of whom live in the country home), it covers a territory fertile with eager customers, who have made an enviable place in their home and business for these religious magazines. We have received a multitude of letters from advertisers praising the Southern Methodist Periodicals. You, too, can win great results by judicious use of these strong mediums.

## PROFITABLE Methodist Publications

**Monthly Trio**  
Adult Student  
Epworth Era  
Sunday School Magazine

**Quarterlies**  
Methodist Young People's  
Intermediate-Senior  
Home

**Young People's Weeklies**  
Haversack  
Torchbearer  
Our Young People

**Official Church Organ**  
Christian Advocate

*Advertising is sold separately, by groups, or in the entire list*

MARKET DATA, SAMPLE COPIES, AND RATE CARDS  
MAILED PROMPTLY UPON REQUEST

## Methodist Publishing House

810 Broadway Nashville, Tenn.

E. M. McNEILL, Adv. Mgr.

T. R. WIGGINS, Representative

## THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

**BEN. P. BRANHAM, Editor**  
951-957 Insurance Exch., Chicago

To  
Reach

{ Lumber Manufacturers,  
Woodworking Plants  
and Building Material  
Dealers use the

**American Lumberman**

A. B. C. Est. 1873 CHICAGO

## PETROLEUM AGE

Member A. B. C.

Old and influential. Covers effectively, twice a month, those who purchase oil-producing, refining and marketing equipment and supplies.

Headquarters:

28 E. Jackson Blvd., Chicago  
Eastern Office: 56 W. 45th St., New York City

## "Sketching and Rendering in Pencil"

By Arthur L. Guptill, Architect. A fascinating book by a master; equally valuable to beginners, advanced students and experienced draftsmen. A complete course of illustrated lessons. Develop your own technique with this most easily used of all mediums of artistic expression—the pencil. If you want to draw either for pleasure or profit Mr. Guptill's book will start you on the right road. If you are seeking to improve a style already established this work contains a wealth of suggestion and inspiration. Beautiful reproductions of hundreds of original drawings by the best pencil artists of America. 200 pages on heavy plate paper. Size 9 x 12 inches. Order through your book dealer or direct from us. \$5.00 postpaid. Money back on request.

**THE PENCIL POINT PRESS INC.**  
19 East 24th Street New York

A competent young advertising copy writer and layout man wanted by technical book publisher as assistant in advertising department. Salary \$2000. State religion and give details of experience. Address "L. B.," Box 92, care Printers' Ink.

blunder made is that of intolerance. And it crops out in such a large majority of communications. Authors of these letters lose their patience, their sense of balance. They make deliberate attacks upon the other fellow, if he happens to cross them.

"The surest way to make a bad matter worse is to reprimand a customer, because you think he is in the wrong. Something goes wrong, there is a clash of viewpoints, the customer places a little order elsewhere or criticizes the house for some mistake or fancied error, and immediately the letter-writer whets his axe. He 'talks back' and talking back in business correspondence is the worst possible form.

"I have recently gone over the year's correspondence of three firms and I was startled to see how many unguarded communications were written. Following them up, I also found that in practically every instance they were directly responsible for preventing all further relationships."

\* \* \*

The Hewitt-Lea-Funck Company, of Sumner, Wash., manufacturer of wooden silos, has advertised for some years in Mid-Western farm papers, it being the sales policy of the company to sell direct to the farmer or through

## EVENING HERALD

Los Angeles, Cal.

### Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending	
March 31, 1923.....	166,300 daily
Six Months Ending Sept. 30, 1922.....	145,953 daily
Increase in Daily Average Circulation .....	20,347

### It Covers the Field Completely

Representatives:

H. W. Meloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg.,  
6 No. Michigan Ave., Chicago  
A. J. Norris Hill, 710 Hearst Bldg.,  
San Francisco, Cal.

toler-  
such a  
tions.  
their  
ance,  
upon  
ns to

bad  
nd a  
ne is  
goes  
view-  
s a  
izes  
or  
the  
He  
t in  
the

the  
ree  
see  
mi-  
ing  
in  
they  
re-  
s."

ny,  
er  
ed  
rn  
es  
li-  
gh

local representatives developed through advertising and correspondence.

The company has always found it expedient to use coupons, which are rigged to encourage inquiries for a book entitled "All About Silos." The keyed street number, and the postoffice, Sumner, Wash., appear on this coupon.

Quite inadvertently, the abbreviation "Wn." was used for the State of Washington, rather than the more familiar "Wash." The first result of this was seen in delayed inquiries, which had been diverted first by country postmasters to Wisconsin sacks. Then prospective customers made marginal notes on the coupons asking "What State is this?" or saying, "Hope this gets to you, if so write at once." \* \* \*

Many farmers, interested in the proposition, but distrusting the address, sent their inquiries in care of farm papers in which the advertisements appeared. The advertiser went back, pronto, to "Wash." as a State abbreviation, and the agency arranged by telegraph with farm-paper publishers to have the necessary change made in electros.

#### MANAGER

Advertising, sales and office executive of more than 10 years experience in specialty lines, available now. Knows by experience, how to organize and direct a selling force; how to build and maintain a dealer organization and also how to sell economically by mail. A good copy writer and a versatile producer of effective sales literature, he has distinguished himself in sales promotional work and direct by mail sales. Will go anywhere. Salary \$4,200. Address "H.T." Box 30, Printers' Ink, Illinois, Merchants Bank Bldg., Chicago.

## One of Detroit's Oldest and Largest Automobile Manufacturing Corporations

is seeking the services of a number of well educated, fundamentally fitted young men, with clean, successful records, preferably experienced in automobile merchandising, as assistants to its corps of

## District Sales Supervisors

Young men with constructive minds, and with an enthusiasm for the selling side of business, men able to co-operate with Distributors in the upbuilding of their business through the application of modern sales ideas are desired.

Your communication, which should contain the usual pertinent information regarding age, education, etc., will be given strict confidence.

Address 'B. L.," Box 83, care P. I.

# CANADIAN ADVERTISING

CALL IN

## SMITH, DENNE & MOORE.

LIMITED

TORONTO  
Lumsden Bldg.

MONTREAL  
275 Craig St.-W.

## AVAILABLE A Man With Vision Who Knows

Every large agency or buyer of printing needs a man of vision who knows engraving, black and color, from the printing reproduction standpoint. Electros and what they should be. Typography and its value—and last but not least—printing. I have a proven record as an executive and a worker. If interested,

Address

"J. W.," Box 86, Care of  
Printers' Ink

## A DIRECT MAIL HOUSE

—one of the largest in Boston, is looking for an Advertising Manager who knows Direct Mail; who can create and map out sales campaigns, who can write effective selling copy, and who can organize and manage a sales promotion department. Give full details in your letter. "AK" Box 82, care Printers' Ink.

**\$22,000** from a  
**Letter!**

\$22,896.20 worth of merchandise sold with a single one-page "form" letter at a total cost of \$136.65. Send 25c for a copy of *Postage Magazine*, and an actual copy of this letter will be sent gratis. If you sell, you need *Postage*, which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$2 a year for 12 numbers chock full of usable, cashable ideas.

POSTAGE, 18 E. 18 St., New York

Not long after this experience, the manager of the company made a driving trip across the continent, for the purpose of investigating silo business and making a first-hand study of farming conditions. Naturally his car carried a State license, and the license showed the abbreviation "Wn." Any notion that this abbreviation was confusing only to persons of limited education was dispelled by inquiries made from all classes of people as to its meaning. Whenever the car pulled up to a gas station, there was a good chance that somebody would step up and say: "Excuse me, but what State are you from?" A good many persons figured that "Wn." stood for Wisconsin, some favored Wyoming, and a few, by some reasoning hard to understand, figured it as West Virginia.

## Has Oliver Typewriter Account

The Oliver Typewriter Company, Chicago, has appointed the Kling-Gibson Company, advertising agency of that city, to direct its advertising.

## TO SOME NATIONAL ORGANIZATION WITH OFFICES IN NEW YORK

I am thoroughly experienced as executive and specialist in public relations, with national and international experience, and although only 36 years old have held municipal, state, and federal office, as well as covered the country as a newspaperman.

I want to become secretary of some national organization, taking charge of promotion and publicity. Personality and "pep."

Now employed at \$6000 a year, but want more to do.

"K.A." Box 91, café PRINTERS' INK.

<p><b>COLOR, PERMANENCE AND ECONOMY</b></p>	<p><b>PAINTED OUTDOOR ADVERTISING</b> We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E. <b>THE KIMBALL SYSTEM</b> LOWELL - MASS.</p>
---	---

**"GIBBONS Knows CANADA"**  
TORONTO MONTREAL WINNIPEG

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

Multicolor Presses, Addressing Machines, Multigraphs, Letter Folders, and other office devices. Save half. Pruitt Co., 170-P1 North Wells Street, Chicago, Ill.

**\$5,000.00** buys an established publication. One half cash, the balance may be paid from profits. Box 555, Printers' Ink.

**S LOGANS**  
and Trade Names Originated.  
Clients in Three Countries.  
Leo Bott, Little Rock, Ark.

Clear your Canadian classified advertising through

**THE CANADIAN CLASSIFIED  
CLEARING CO.  
TORONTO, CANADA**

Free directory on request.

## HELP!

**Direct Mail Advertising  
Philadelphia and Vicinity**

Buried under with contracts. Capable partner wanted to handle inside detail. Big stuff. Capital necessary. Box 562, Printers' Ink.

## Advertising Agency Connections Desired

A long established and successful trade journal desires to extend its connections with advertising agencies over the country, looking toward a careful canvass of the paint and varnish industry. Member of the A. B. C. Will invite and promise the liveliest co-operation in lining up new business. For appointments or interviews

Address Box 571, Printers' Ink.

**To House-Organ Editors**—We have half a dozen cover designs used for a house-organ 6 in. by 9 in. and 5½ in. by 8½ in., and would be willing to dispose of either the plates or drawings at a reasonable price. Some of the drawings cost up to \$75. Box 557, Printers' Ink.

**WEEKLY FOR SALE**—Doing a large volume of business; average advertising rate 40 cents per inch. Fully equipped job and trade plant; town of 12,000. 1922 profit in excess of \$4,000 after paying owner substantial salary. Apply to M. G. M., 1 Endicott Ave., Marblehead, Mass.

## HELP WANTED

### PARTNER

wanted in established Chicago Advertising Agency able to secure and handle his own business—no investment necessary. Box 556, Printers' Ink.

**Salesmen** to sell window and lobby advertising campaign to banks and real estate offices; a splendid earning opportunity; write with particulars to A. Cherney, 1330 W. Van Buren St., Chicago, Ill.

**WANTED**—Secretary-stenographer capable of handling correspondence and other office details for publishers' representative. Salary and future prospects dependent on qualifications. Address with full particulars, Box 578, P. I.

**TRADE PAPER** advertising solicitor wanted familiar with Contracting, Engineering, Electrical and Automotive fields. Must live in Middle West and be able to cover Eastern Penna; Ohio; part of Michigan and Indiana. Good proposition to man who can sell space. Apply giving full particulars in first letter. Box 566, Printers' Ink.

**Copy Writer**—Agency which for many years has specialized on technical accounts now finds its scope greatly broadening and requires man with wide experience on general accounts. The opportunity is a big one, and the man should be of such calibre as to eventually become copy chief. Communications should tell the complete story. Box 579, Printers' Ink.

**ADVERTISING MAN**, experienced in retail newspaper, direct mail and mail-order advertising; needs to have working knowledge of printing and engraving methods, real copy-writing ability and, above all, be sincerely interested in his work. Attractive future with clothing chain store organization to dependable man, able to supervise details and assume considerable responsibility. State fully age, past experience in lines mentioned, present connection and initial salary desired. All information confidential, of course. Wholesale Direct Tailors, 87 Ellicott St., Buffalo, N. Y.



**FIELD MANAGER.** Christian, 30-35 years old, wanted by a large orthopedic appliance concern. Exceptional opportunity for a man capable of directing the efforts of about twelve salesmen. Must be in position to travel continually in the Eastern States. Good salary and commission. Box 559, Printers' Ink.

**Copy Writer**—New York agency requires man on electrical and mechanical accounts. Engineering education or experience on such accounts is desirable but not mandatory if the man has the required writing ability and is sufficiently adaptable. State experience, education, age, religion and salary. Only communications giving full details can be considered. P. O. Box 824, City Hall Station, N. Y. C.

**ADVERTISING** representatives wanted for well-financed, rapidly growing, semi-monthly magazine of national circulation, one for Pacific Coast work, another for Eastern States. Full time men with no other interests or side lines. Must have had successful experience in magazine, newspaper or trade publication work. State salary requirements, previous experience, full details and give references. Box 2844, Tampa, Florida.

**BRIGHT YOUNG MAN** as secretary and assistant to a trade paper editor; occasional reporting; stenographer; knowledge of chemistry, French and German very advantageous; accuracy, intelligence and willingness to "make good" essential; splendid opportunity for a competent young man who would like to develop into profitable position; state age, education, experience, qualifications, etc., in detail, present salary, if any, and references. Box 580, Printers' Ink.

## Wanted, At Once, An Advertising Man

An advertising man, with a satisfactory background, is wanted to bring business from the manufacturer to an established trade journal that is serving the paint industry. Man with vision, who will be able to combine solicitation with the organization of a real service to the advertiser, can find a permanent connection. Salary commensurate with results accomplished. This journal is now successful, member of the A. B. C. Position will require canvass of New York City as well as outside centers. For interview kindly outline previous experiences and present connection, which will be considered entirely confidential.

Address Box 570, Printers' Ink.

**WANTED**—Experienced go-getter circulation manager capable of adding 50,000 subscribers in four months to well-established, well-financed national publication, semi-monthly, \$2 per year. Keen reader interest. Present circulation 30,000. State salary wanted, give complete details and references first letter. Address Box 2844, Tampa, Florida.

**There is an excellent opportunity** in a large sales organization located ninety miles from New York, for a man who can handle all sales correspondence and sales detail work. This is an inside position and applications are desired only from those who have had a thorough training in office detail and correspondence. Mention age, experience and salary desired. Box 558, Printers' Ink.

### POSITIONS WANTED

**Young man** (28), with sound training in sales and advertising departments, desires position where results count and ability recognized. Address Box 577, Printers' Ink.

**Young Woman** with ideas—able to visualize, merchandise, plan and write copy, turn out booklets. Six years' successful experience in connection with newspaper work. Box 584, P. I.

### YOUNG MAN

with originality, able to write copy, handle layouts and mechanical details. Ample direct-mail and trade-paper experience. Box 583, Printers' Ink.

### Advertising Solicitor

wishes to represent publication in Cincinnati. Commission basis. References. Box 568, Printers' Ink.

### COPY & PLAN

Unusual opportunity for agency or manufacturer to get copy chief; 8 years' valuable experience big N. Y. agencies. Box 573, Printers' Ink.

### I WANT HARD WORK

in any live house willing to pay \$40 for hundred per cent executive bookkeeper. Box 564, Printers' Ink.

### ARTIST

Free-Lance; high-grade commercial work; good lettering; original ideas; reasonable charges. Box 587, Printers' Ink.

### AGENCY ARTIST

with 6½ years' experience on national account in big Middle West agency, wants position with greater outlet for his proved creative ability, where he can grow as his work merits. Box 575, P. I.

### LIVE WIRE SOLICITOR

Young man. University graduate. Has been selling space for five years. Newspaper reporting and house-organ experience. Aggressive. Ambitious. Lively imagination. Reason for making change: wants larger opportunity. Box 585, Printers' Ink.



Editorial and feature articles on timely topics—scientific and economic subjects—by a writer of wide experience in newspaper and magazine literature. Address, Contributing Editor, Box 572, P. I.

#### YOUNG MAN

(27) with four years' experience as newspaper copy man and solicitor wishes to locate in the East. Address Box 582, care Printers' Ink.

Business woman desires good opportunity where ambition, attention to details, executive ability, can produce results. Previous experience banking, electrical, sales lines. Experienced secretary. Box 575, Printers' Ink.

CHICAGO copy and contact man seeks place with agency or manufacturer. Ten years' experience; age 36. Good producer. Convincing writer. Know agricultural and automotive fields. Box 560, Chicago office, Printers' Ink.

Young Woman—4 years' experience as advertising head large Southern department store, seeks connection where prospects are greater. Aggressive, tactful. Can write result-producing copy, and make effective layouts. Box 563, P. I.

#### ADVERTISING ARTIST

would like to connect with advertising manager in well-established concern. Creative, business and sales ability. Agency, engraving and printing experience. Box 574, Printers' Ink.

Advertising and sales promotion man with extensive retail experience feels that ability warrants broader field of activity. Well grounded in all phases of advertising. Good knowledge of merchandise and values. Box 569, Printers' Ink.

#### Correspondence Adviser—Established Reputation

One New England or New York concern can now engage my services for two full days each week in its own offices. Illustrated lecture and individual conference work. Quick action may gain for you immediate opportunity for permanent results worked out for other representative concerns. 614 Thorndike Bldg., Boston.

Printing Executive—12 years of experience, buying and selling every kind of printing and binding. Especially qualified to assume complete management of business department of weekly or monthly publication, or of office and sales staff of printing office, or to act as buyer and production manager of printing for agency or publishing house. Salary to start secondary consideration. Opportunity paramount. Hebrew, 28 yrs. of age. Will go anywhere. Box 589, P. I.

#### UNUSUAL OPPORTUNITY TO OBTAIN SERVICES OF YOUNG LADY PROFESSIONAL ARTIST, EXECUTIVE AND SELLER.

Controlled own advertising art studio, then amalgamated with and became officer of large fancy box concern, creating sensation in that field with unique and artistic ideas. Company now liquidating, leaving her open for new connection, alone or with studio. No objection leaving New York. T. H., Ashland 7370, or Box 581, P. I.

#### WE CONNECT THE WIRES

**YOUR EMPLOYMENT PROBLEM** may be solved, without delay or expense, by making use of our 23 years' acquaintance in advertising and publishing field. Record of each applicant, given you in detail, has been certified by previous employers; incompetents and undesirables have been eliminated. Give us the chance to demonstrate the efficiency of our service.

#### FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

**Advertising Man available.** Experienced in direct mail, trade journal, agency copy, layouts, production. Terse, forceful writer. Young. Clean cut. Hard worker. Moderate salary. Box 561, P. I.

**Sales Promotion Manager** seeks connection with progressive firm. Actual productive experience in sales control and management, investigation and development of new markets. Work has included sales planning, establishment of policies and actual management in the field. Box 565, P. I.

#### ADVERTISING MAN

Young man, 29, with 4 years' experience in adv. dept. of large concern. Knowledge of dealers' service; printing; engraving. Supervises all the preparation work in connection with ads., booklets, etc. Desires position in N. Y. C. Box 567, Printers' Ink.

#### COPY WRITER

Thoroughly experienced in all kinds of copy is looking for a broader opportunity. Age 27, now employed with a Chicago agency. Five years' experience in selling, sales promotion and advertising. Salary \$5,000. Can offer best of references. Any location considered. Address Box 588, care of Printers' Ink, Chicago Office.

#### We Have a Mighty Good Office Manager

He is of mature judgment, conscientious, and brings an enthusiasm into his work. A thorough knowledge of printing is included in his many qualifications.

Organization changes have resulted in his voluntary resignation, but because we like his work and wish him well we want to help him land a real job. Write us.

EINSON-FREEMAN CO., Inc.

329 East 29th St.  
New York, N. Y.

# Table of Contents

NEW YORK, June 28, 1923

Nine Ways to Counteract "High-Spot" Selling.....	<i>Ray Giles</i>	3
The Safety Pin Starts on Its Way to Greater Sales Volume.....		10
\$7,000,000 to Be Spent in Year's Advertising for Ford Automobile.....	<i>G. A. Nichols</i>	17
Volume of Inquiries First to Be Sought in Mail-Order Advertising.....	<i>E. T. Gundlach</i>	25
Getting the Product in the Right Retail Department.....		28
"Success" Stories of Dealers Make Popular Trade Appeal.....	<i>J. P. Derum</i>	33
How the "State of Demand" Affects a Jobber Policy.....	<i>Henry Burwen</i>	41
Federal Trade Commission Takes Exception to Certain Trade Practices	<i>John F. Richter, Jr.</i>	53
Fixing the Budget Should Not Lock the Advertising Door..	<i>Paul L. Hardesty</i>	61
Overcoming Trade Evils with Truck Service.....		73
"I'll Try a Dozen".....	<i>T. W. McAllister</i>	81
Paint Industry Looks to Advertising to Correct Unsatisfactory Labor Situation.....	<i>H. W. Rubins</i>	93
Co-operative Advertising of Lima Beans Helps to Keep Profit from Speculators .....		104
Things That Can "Happen" to Engravings...By a Commercial Art Manager		113
When to Translate a Trade-Mark into a Foreign Language.....	<i>Chauncey P. Carter</i>	120
How Maryland Is Using Advertising to Sell Idle Lands.....	<i>James True</i>	129
Ponderosity Plays No Part in This Government Advertising.....		133
When the Successful Salesman Becomes a Fallen Idol.....	<i>S. B. Sieg</i>	141
Advertising a Complete Unit Awakens Sleeping Demand.....		149
This Store's Buyers See All Corners.....		150
Editorials .....		158
Advertising to Start More People in Retailing—Where Institutional Advertising Could Not Compete—Advertising Creates New Gift Seasons—Holding the Gypsy Salesman.		
The Little Schoolmaster's Classroom.....		164



## 500 Chicago Tribune towns have electric service

**I**N 502 towns of the Chicago Territory The Chicago Sunday Tribune has from 80% to 20% coverage. McGraw-Hill records show 500 of these towns wired for electricity—and more than a million wired homes. A rich territory, economically covered by The Chicago Tribune. Write for detailed information about these 502 prosperous and progressive communities where The Chicago Tribune is the dominating publication.

### The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.  
New York City

Tribune Bldg.  
Chicago

Haas Bldg.  
Los Angeles

*Our records for 502 towns show:*

Tribune circulation  
Per cent of coverage  
Number of families

Circulation of leading national weekly  
Number of dealers in 7 lines  
Number of wired homes